

SOUTHERN AUTOMOTIVE JOURNAL

JULY 1958

South Weathers "Recession" Best
page 29

aps Profits

page 33

verflite, Torqueflite
page 44

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Behind the world-wide acceptance of Perfect Circle is a history of more than half a century of PC engineering leadership—and more. There's a history, too, of unceasing creative research...a constant search for the new and the better...matchless manufacturing skills...and scores of contributions to the forward march of the automotive industry, year after year.

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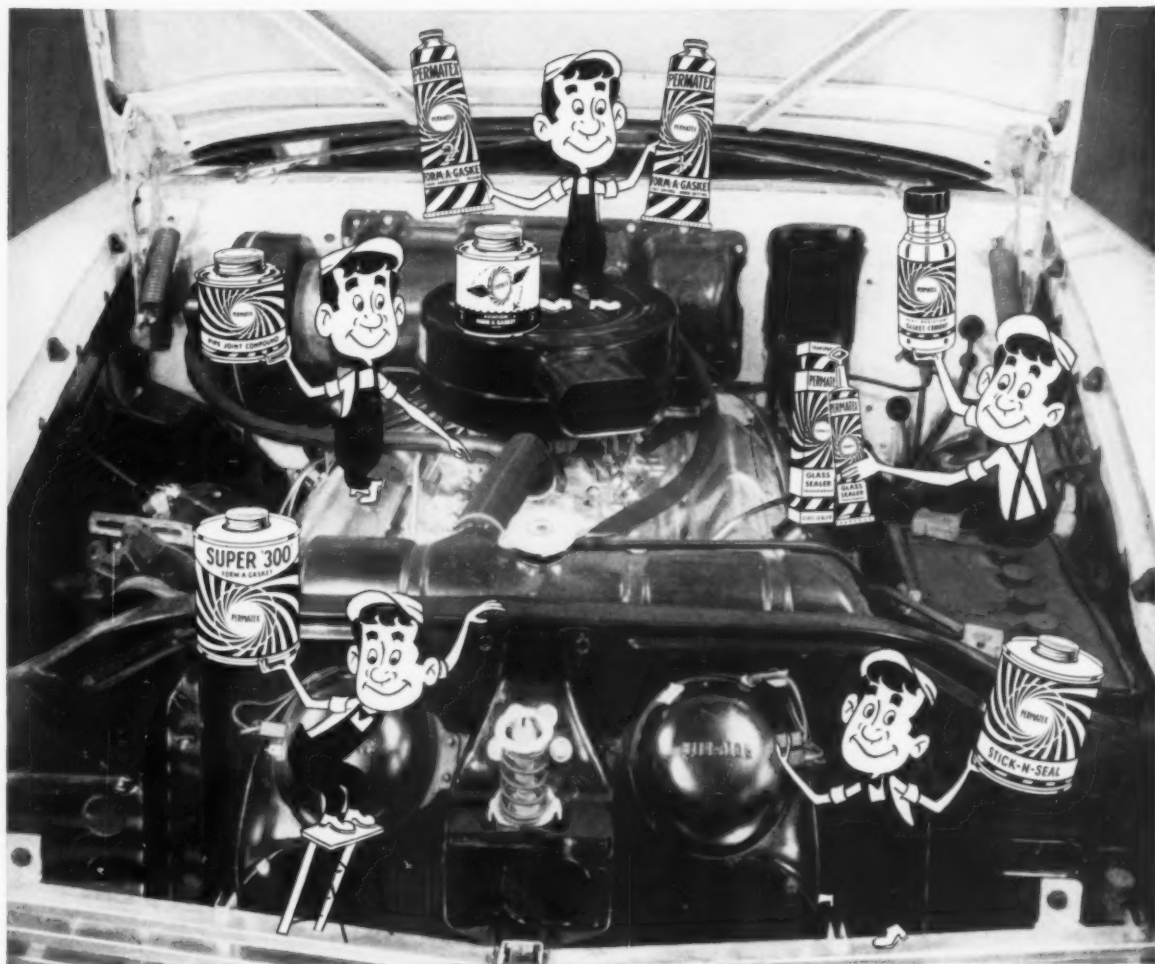
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Volume 38

Number 7

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SOUTHERN AUTOMOTIVE JOURNAL for July 1958

Want more facts? Use Reader Service Card Page 97

1



Hand a can of **CASITE** to 15 car owners

..get this PAPER-MATE PEN FREE!

Here's all you do: when a customer drives in, hand him a Casite can! Let him look it over while you service his car. Whether you make a sale or not, just list the license number on the coupon below.

YOU MAKE 40¢ PROFIT ON EVERY CAN YOU SELL!

And sell you will! It's automatic! Start handing Casite to every customer, right now. The self-seller can will do the rest. "Casey" points out the many advantages of Casite . . . does the

After you've handed the Casite can to just 15 car owners—station attendants average 3 to 4 Casite sales in each 15 contacts—mail the coupon, and you'll receive this \$1.49 PAPER-MATE Ball-point Pen—absolutely free!

selling job for you. And you pick up 40 cents profit with each can sold.

Here's your chance to sell more, make more . . . and get a PAPER-MATE Pen free! You can't lose, so start today!



BE SURE ALL ATTENDANTS KNOW OF THIS OFFER!

If there are more than two attendants in your station (thus using both coupons), your list of car owners can be sent on postcard or station bill head.

I have handed the Casite can to these 15 car owners:

LICENSE NUMBERS
(When sold, check in square)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Name _____
Station _____
Address _____
City _____ Zone _____ State _____

I have handed the Casite can to these 15 car owners:

LICENSE NUMBERS
(When sold, check in square)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Name _____
Station _____
Address _____
City _____ Zone _____ State _____

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 38

JULY 1958

No. 7

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SOUTHERN AUTOMOTIVE JOURNAL for July 1958



How many of these ways
do you use your
**PULLMAN
VACMOBILE**
to make
**EXTRA
PROFITS?**

If you answer yes
to 3 or more, you're
making the most of your Pullman!

1. Do you display the Pullman "FREE VACUUMING" sign outside of your station to help bring in extra business?
☐ Yes ☐ No
2. When you vacuum the inside of a car do you check the floor mats, inside lights, seat covers, etc. . . . and sell additional high profit TBA items?
☐ Yes ☐ No
3. When you vacuum the trunk do you note the condition of the spare tire . . . and try to sell a new one if needed?
☐ Yes ☐ No
4. When you vacuum inside do you compare the lube sticker to the mileage indicator so you know if a car needs a lube job?
☐ Yes ☐ No
5. Do you use the Pullman hangtag to turn occasional customers into steadies? Hangtag attaches to steering wheel, door handle, gear shift, or horn rim . . . tells customer of the extra services you perform.
☐ Yes ☐ No



**PULLMAN VACMOBILE
YOURS FOR ONLY 40c
A DAY!**

You pay just \$12
a month for 12
months . . . \$144
complete for your
Pullman Vacmobile
including free tool
kit, sign and supply
of hangtags!

**MAIL TODAY . . .
LEARN 101 MORE
WAYS TO MAKE
EXTRA PROFITS
WITH PULLMAN!**

Pullman

PULLMAN VACUUM CLEANER CORPORATION
Dept. HA-7, 25 Buick St., Boston, Mass.

Yes! I want to make extra profits
with Pullman. Rush me complete
details, plus your booklet "How To
Make Sales All Over The Lot!"

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Want more facts? Use Reader Service Card Page 97

No new
model car has
ever obsoleted
the Weaver
Twin Post
Lift!

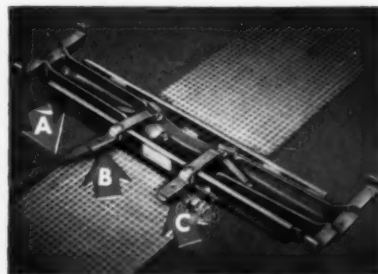
WEAVER TWIN POST LIFT handles them all!

This great all-purpose lift is rail-less, and provides unobstructed chassis accessibility — lifts cars at outer ends of lower control arms for completely relaxed front suspension and proper ball joint lubrication and the safe way to handle Air Suspension cars — without deactivating Air Control Valves. It handles all 1958 models — or older models — long, medium or short wheelbase. Current model Weaver Twin Post Lifts, with standard adapters easily handle jobs that can not be raised on other make lifts.

IF YOU HAVE Weaver Twin Post Lifts — you'll be glad to know that your lifts have not been made obsolete because of changes introduced in some 1958 cars and trucks . . . Special new wide saddle and adjustable adapters — or conversion packages — by Weaver will enable you to bring your equipment up-to-date.

Weaver Passenger Car Size Twin Post Lifts are regularly furnished with standard 60" wheelbase adjustment. Other wheelbase adjustment ranges from a minimum of 36" to any desired maximum available.

WEAVER



NEW WEAVER FRONT SADDLE SPOTTING DEVICE (shown above) makes it easy to correctly spot adapters under the proper lifting points. Operator simply inserts shift lever (A) into left (B) or right (C) socket to adjust corresponding adapter in or out.

ANY MODEL Weaver Twin Post Lift now in use can be modernized with this new Front Saddle Adapter Spotting Device.

WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.

SERVICE SHOP EQUIPMENT

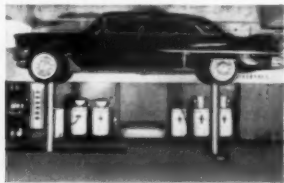
Complete line includes: Twin Post Lifts . . . Triple Post Lifts . . . Single Post Roll-on, Free-Wheel and Frame Type Lifts . . . Bumper Lift . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollies . . . and Air Compressors



NEW CARS: Photo shows 1958 Pontiac on Weaver Twin Post Lift.



OLD CARS: This photo taken 20 years ago shows 1938 Chevrolet on Weaver Twin Post Lift.



LONG CARS: Photo shows 149 1/2" wheelbase Cadillac "Fleetwood" on Weaver Twin Post Lift.



SHORT CARS: This 1957 Rambler, wheelbase 108", is raised on the same Weaver Twin Post Lift.



Automotive **SPOTLIGHT**

July 1958

The '59s will begin creasing the public horizon by mid-September, about a month earlier than a year ago for most makes, with Buick teeing off around Sept. 18. Ford's varied lines will appear the first two weeks in November, tailed by the Edsel. Bonuses for sales beyond usual quotas have been set up by factories to shove any excess inventory of '58s into consumer hands.

The mechanic shortage continues to hound the industry. North Carolina wholesalers heard about it in detail last month at their Asheville convention. There's a scarcity of 155,000 skilled mechanics and only half of the graduates of vocational automotive schools go into the automotive trade, reported Mel Turner, veteran Chicago garageman and the curriculum director of National Standard Parts Association. There's less than one student per county entering the automotive trade in North Carolina, he asserted. Industry management representatives must call on their local education boards and demand that schools be set up and then cooperate in setting them up and in their operation, Turner said.

Territory security for franchised car dealers isn't here yet--and may not be for quite a spell. The bill by Senator Potter of Michigan has a lot of bugs which don't take care of the spilling-over metropolitan areas like Boston to Washington, D. C., and from Milwaukee to South Bend. Where and how a sale is closed and possible conflicts with present state and federal laws aren't clearly eliminated by the Potter proposal. Ford, GM and Chrysler expressed approval of reviving T.S., but no factory wants to court a federal anti-trust suit unnecessarily, of course.

You're beginning to climb out of the "limited recession." That was the word from affable Walter J. Cooper, Ford Division's general sales manager, June 24 at a Ford dealers' meeting in San Antonio. The bottom has been reached, he asserted. "Our economy is sound underneath, but we should expect ripples and waves on the surface. . . . Business has been selling off the shelf, but the end of inventory liquidation is in sight and production will have to increase just to maintain inventories at their reduced levels."

The South has gulped the "recession" more easily. There's proof beginning on page 29.

A new electronic regulator with no moving parts, replacing the mechanical-type regulators, has been spawned by GM's Delco-Remy Division. It's a companion to an alternating current electrical generator for passenger cars of the future also announced by that company. Both products aim to answer the ever-increasing load demands of cars. Periodic regulator adjustment is eliminated and generator brushes are supposed to last much longer. What's more, electrical requirements reportedly can be met for power-operated accessories even at slow-traffic speeds.

Southeastern wholesalers are "ganging up." A couple dozen jobbers in Kentucky have scheduled a meeting for the last half of August at Lexington to organize an association. Tentative plans call for a similar meeting, possibly in September, in South Carolina. Georgia's revived organization, ramrodded by an aftermarket veteran, Henry S. Clark, is launching into an insurance program and scheduling a series of regional meetings to bring in members.

**Unprecedented acceptance
for**

Sealed Power's

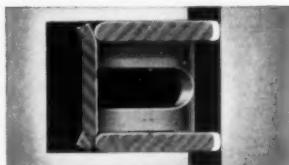
NEW

Stainless

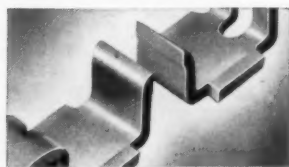
Steel

Oil Ring

IMPORTANT ADVANCES



Proper axial pressure of the side rails against sides of grooves assures side-sealing—even under high vacuum conditions of deceleration.



Circumferential abutment type design makes the ring independent of the contour and depth of piston groove. It exerts its pressure uniformly... conforms more readily to the bore.



SS-50U

U. S. Patent
No. 2,789,872

The Stainless Steel oil ring is now being featured in KromeX piston ring sets for engines which require super oil rings for top performance.

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

Sealed Power KromeX Ring Sets

BEST FOR RE-RING!

BEST FOR RE-BORE!

**For you
it means...**

installations
where the
oil ring
holds full
tension
at engine
operating
temperatures,
gives maximum oil
control.

An oil ring
that resists
sludging
and clogging,
will not
corrode.



Automotive MARKETS

But Will '59 Car Prices Go Up?

THE OUTLOOK as to prices of the 1959 cars got an appraisal of this sort last month from Byron J. Nichols, Chrysler Corp.'s sales chief, in his address before the Tennessee Automotive Association:

"First of all, I want to say that from all I can gather in Detroit, the automotive industry is fighting today—and has been—the battle of costs as hard as we can. We are watching and weighing every factor which creates cost pressures, and will continue to make every effort to keep prices at the lowest possible level consistent with quality products and good business practices. . . .

"When you realize that 70 to 80% of a car's price—including all its component parts traced back to suppliers—is a labor cost, then you know how important we consider the present situation.

"As far as I can see right now, here is the situation on '59 car prices:

"We will continue to price our products as low as possible, consistent with the costs of labor, materials and services, the good health of our business and with full consideration of the buying public."

Dry Battery Replacements Reach 42.6% in 1957

DRY-CHARGED batteries accounted for 42.6% of replacement battery shipments in 1957, the 57.4% balance being shipped "wet," according to the Association of American Battery Manufacturers.

A breakdown of replacement battery shipments by six- and 12-volt types was also shown in the report, with 12-volt types accounting for 22.6% of the industry shipments.

Data was compiled for the association by Dun and Bradstreet from confidential information obtained from battery manufacturers.

Meanwhile, a vibration-proof battery is being announced by The Electric Auto-Lite Co. It was shown to the press there last month.

Goodyear Opens Track Near San Angelo

MARKING the official opening recently of The Goodyear Tire & Rubber Co.'s new five-mile, high-speed tire test track 16 miles northeast of San Angelo, Texas, more than 4,700 West Texans took leisurely trips around the facility as part of a three-hour "open house."

Press, radio and television representatives, as well as San Angelo civic leaders, received different treatment with pleasure trips around the track at speeds of 100mph. During the trips test drivers drove no-hands to demonstrate the scientific perfection of the

specially-designed and carefully-detailed rubberized asphalt road.

Top layer of the perfect circle track, designed exclusively for test work, includes 30 tons of Rubarite, a rubber additive produced by Goodyear.

Test drivers can whip around the track at speeds up to 140mph without side force. The circle is capable of handling speeds up to 160mph, as well. Results of tests reportedly will enable the company to develop safer tires for normal driving.

This Manufacturer Isn't Aware of "Recession"

A MANUFACTURER of brake service and engine repair tools and equipment isn't aware of the much-publicized "recession."

Ammco Tools, Inc., North Chicago, Ill., mailed out last month a two-color sheet declaring, "Nuts to a business slowdown!" The company's volume is up 28.3% over last year, and 1957 was the best year in its history.

Pictured are members of a dealer profit forum panel convening in seven cities across the nation to show other Chrysler and Imperial dealers how they manage to operate at a profit in the current economic climate. They are (l. to r.): seated, Charles J. Wittey, Bismarck, N. D.; Jerome H. Schmitt, Bowmansville, N. Y.; C. H. Jeffries, Camden, N. J.; C. L. DeQuaine, Madison, Wis.; standing, George H. Harger, Los Angeles, Calif.; S. L. Rieger, Rieger Motors, San Antonio, Texas; C. G. McKimmie, McKimmie Motor Co., Richmond, Va., and Joseph Levy, Sr., Chicago.



change "car browsing"



to "car buying"

Many "browsers" think they can't afford to buy. So out your door they go, while their "dream car" remains on your floor—unsold. While explaining to your prospect the advanced features you have in today's fine cars, you can also show him that he *does* have the ability to buy. It's easy to fit into your sales talk several references to "your" convenient and friendly plan of paying for the car of his choice over a period of time. It has been proved time and time again that the fine features of the Associates plan assist salesmen by changing "car browsers" into *car buyers*! You should hear the Associates story.



The Old Sage says...

"Explain the convenience of car financing early — and you'll close more deals, quicker!"



Associates

SOUTH BEND, INDIANA

"We Care for Our Own"

ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.



Automotive NEWS BRIEFS



W. C. "Josh" Wilder (seated at left) is the president of the newly-formed Independent Garage Owners of Tennessee, created at a meeting at Nashville June 7. Others shown seated are (l. to r.): Luther Turner of Chattanooga, Southeastern regional director of the Independent Garage Owners of America; Frank Mosteller, John W. Baker and Floyd Reed of Bedford County, the latter being named secretary-treasurer; standing, H. M. Keedy of Chattanooga, Bob Powell of Nashville, chosen vice-president; Lee Blanton of Bedford County, Joe Laughlin of Kingsport, Roy Carroll and A. L. Peters of Kingsport. The next meeting will be held Oct. 4. Bylaws and a constitution were adopted.

JANUARY	APRIL	AUGUST	DECEMBER
SMTWT	SMTWT	SMTWT	SMTWT
1 8 15 22 29	1 8 15 22 29	1 8 15 22 29	1 8 15 22 29

Looking Ahead

DEALERS

- Aug. 13-15 — Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.
- Aug. 17-18 — Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, near Savannah, Ga.
- Sept. 18-20 — Annual convention of Arkansas Automobile Dealers Association, Hotel Marion, Little Rock.
- Sept. 21-22 — Annual convention of Kentucky Automobile Dealers Association, Sheraton-Seelbach Hotel, Louisville.
- Sept. 21-23 — Annual convention of Automotive Trade Association of Virginia, Cavalier Hotel, Virginia Beach.
- Oct. 6-8 — Annual convention of Truck Body and Equipment Association, Ambassador Hotel, Atlantic City, N. J.
- Oct. 19-21 — Annual convention of Florida Automobile Dealers Association, Eden Roc Hotel, Miami Beach.
- Nov. 16-18 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

- Nov. 16-18 — Annual convention of National Independent Automobile Dealers Association, Edgewater Beach Hotel, Chicago.
- Jan. 31-Feb. 4 — Annual convention of National Automobile Dealers Association, Conrad Hilton Hotel, Chicago.
- Jan. 30-Feb. 3, 1960 — Annual convention of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.

GARAGEMEN

- Sept. 21-22 — Fall convention of Independent Garagemen's Association of Texas, Odessa.

WHOLESALESA

- Oct. 15-18 — Annual convention and booth conference of Automotive Wholesalers of Texas, Moody Civic Center, Galveston.
- Nov. 14-16 — Annual convention of Florida Automotive Wholesalers Association, Hollywood Beach Hotel, Hollywood-by-the-Sea, Fla.
- Dec. 12-16 — Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.
- Feb. 7-8 — Annual convention of Automotive Wholesalers of Oklahoma, Municipal Auditorium, Oklahoma City.
- Feb. 18-21 — International Automotive Service Industry Show, Navy Pier,

Chicago.

May 17-20 — Annual convention of Automotive Engine Rebuilders Association, Royal York Hotel, Toronto, Ont.

Feb. 10-14, 1960 — Automotive Service Industry Show, Coliseum, New York City.

GENERAL

Aug. 27-30 — Annual convention and trade show of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago.

Texas Dealer 38 Years Quits in Palestine

RETIRING after 38 years as Buick dealer in Palestine, Texas, Seymour S. Stafford has announced he is going out of business.

The oldest dealer in point of service in Palestine and one of the oldest in the state, Stafford is well known to other dealers throughout the state, having been active in affairs of the Texas Automotive Dealers Association. For many years he was area chairman for Anderson County.

Miami Group Elects Edelen

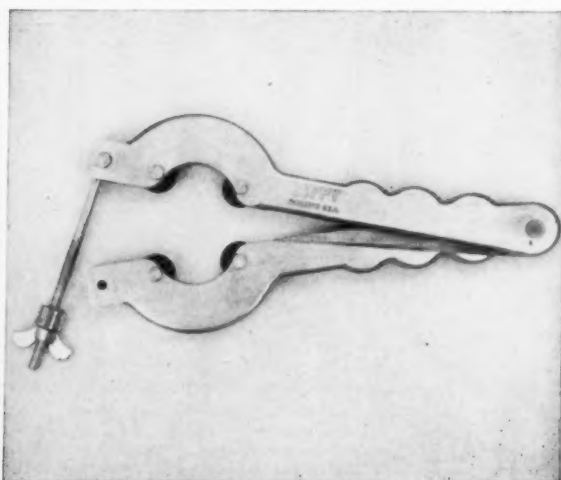
New president of the Miami (Fla.) Automobile Dealers Association is Frank S. Edelen, Frank Edelen Buick Co. Burt S. Kahn of Colonial Pontiac, Inc., is vice-president, T. B. McGahey, Jr., T. B. McGahey Motors, Inc. (Chrysler-Plymouth), treasurer, and L. A. Schroeder, secretary. Board of governors includes John Sheehan, Sheehan Buick, Inc., Frank Watts, Waco Motors (imported), J. O. Thompson, Spitzer Motors (De Soto-Plymouth), and Coman Munroe (ex-officio), Munroe-Zeder, Inc. (Chrysler-Plymouth).

Bransome Retires at Mack

E. D. Bransome has retired as chairman of the board of directors of Mack Trucks, Inc. He has been succeeded by P. O. Peterson, who will also continue as president. Bransome, at the request of the board, will continue as a director.

According to Thousands of Satisfied Users . . .

Muffler Installations are Easier, Faster ... With the Famous Zippy Twins!



ZIPPY MUFFLER TOOL—*Patented U.S.A.* (Replacement blade set with clevises & locks, \$2.40)

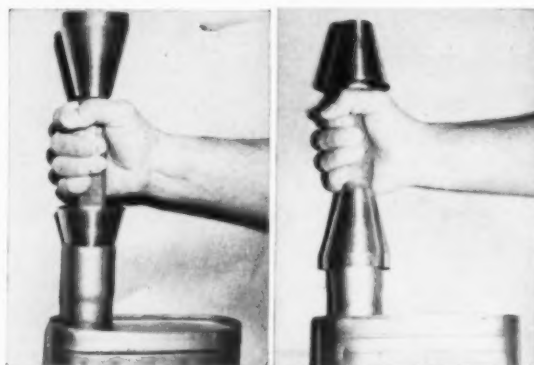
You Too Can Cut Muffler Installation Time in Half With the Zippy Muffler Tool & Pipe-end Shaper

ZIPPY MUFFLER TOOL . . .

- **Zip-Zip:** It's cut through! No more hacksaws or cutting torches . . . 30 second operation.
- **Lightweight, rust-proof construction.** Fits 1½" to 2½" pipe with single adjustment.
- **Positive self-aligning action.** No rough or out-of-round edges.

ZIPPY PIPE-END SHAPER . . .

- Rounds out 1½" to 2½" muffler and pipe ends—inside and outside dia.—in two easy strokes.
- Tool steel construction, unconditionally guaranteed.
- Makes installations easier . . . increases profits on every job.



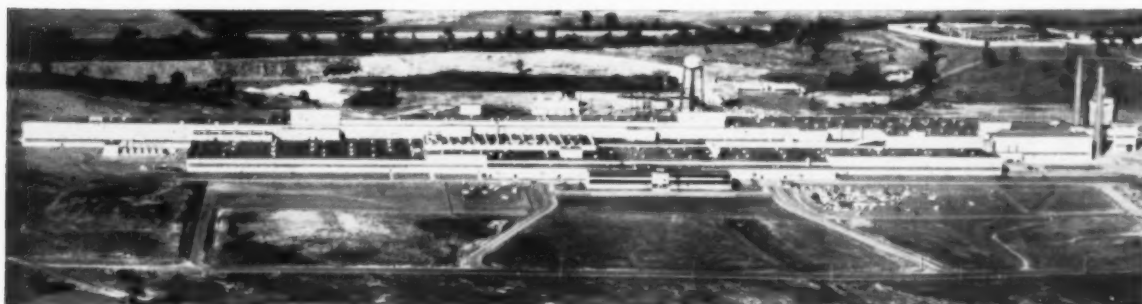
ZIPPY PIPE-END SHAPER—*Patent Pending*

\$9⁷⁵ Each. Gar. Net
MUFFLER TOOL
(Includes spare blade set)

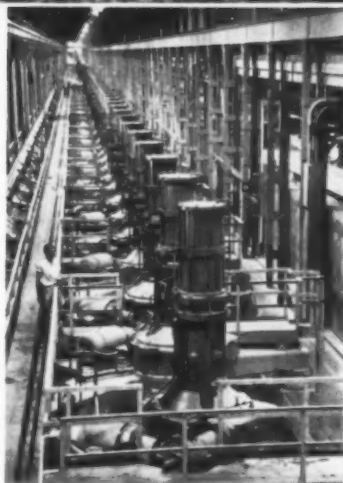
**See Your Favorite Jobber
or Tool Specialist**

\$975 Each. Gar. Net
PIPE-END SHAPER

MUFFLER PRODUCTS CORP.
BOX 492 HOUSTON, TEXAS



This is Ford Motor Co.'s new half-mile-long glass plant at Nashville, Tenn., said to be the world's largest glass-producing plant under one roof. The facility occupies 30 of the 237 acres which make up the site. Two furnaces have a capacity daily yield of 395 tons—enough glass to cover nine acres. The first fires of the giant furnaces were lighted in December 1956 and by mid-1957 all equipment was installed to handle capacity output of 350 to 400 tons of plate and sheet glass daily. At right is a symmetrical row of wheels which make up a part of the grinding and polishing line. Panes of plate glass move endlessly beneath 64 grinding heads and 102 polishing units in the three-quarter-mile-long line which follows an oval, racetrack-like course. Sand, water and finely powdered rouge impart the perfect finish.



Delaware Dealers Elect Joseph Webb President

JOSEPH Webb of Milford was elected president of the Delaware Automobile Dealers Association at its recent eighth annual convention, succeeding Theodore Burton III, who chairmanned this year's meeting.

Other officers are Nelson Quillen, New Castle, first vice-president; Howard S. Abbott, Georgetown, second vice-president; Ebe Townsend, Dover, third vice-president; Isadore Keil, Wilmington, treasurer, and Paul J. Roney, Wilmington, executive secretary.

Speakers included Dean Chaffin of Bozeman, Mont., president of the National Automobile Dealers Association, who discussed the seven-point program adopted by NADA in Miami last January, aimed at obtaining national legislation to permit insertion of a service responsibility clause in franchises, as well as a national public relations program and securing factory cooperation in setting up a more equitable distribution program.

J. R. Hancock, Washington regional sales manager of General Motors Acceptance Corp., and W. L. McCune, NADA director who is a Ford dealer in Kittanning, Pa.,

also spoke at the convention, which attracted dealers from every section of the state.

Directors elected for each of the state's three counties were Frederick Schermerhorn, New Castle; Charles L. Hall, Kent, and Louis Burton, Sussex.

Jack Mitchell Rambler, Inc., San Antonio, Texas, occupies this new building with its long, gaily colored canopy which allows cars to be displayed outside while

still being under cover. Headed by Jack Mitchell as president and Ben Mitchell, vice-president and operating manager, the firm has an eight-stall service area.



Here's your short cut to polishing profits!

NEW



"Swiftly"

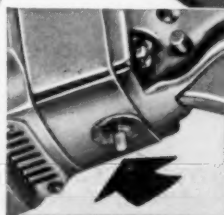
the non-swirl polisher

super-fast — super-smooth!



**MOST POWER
PER DOLLAR**

• Built-in Circuit Breaker . . . protects against motor burn outs. Exclusive on Model P-280.



**Blu-Shel
"Magic"
CAR POLISH**
Cleans and polishes in one easy operation. The perfect polish for all car finishes. Use it with your new "Swiftly" to build up polishing profits!

Cuts Polishing Time 25 to 30%

The new MILWAUKEE "Swiftly" is designed for use with high speed liquid machine polishes *exclusively*.

The easy way to bigger polishing profits! 2800 RPM, coupled with smooth operation, light-weight, rugged construction and easy handling is your assurance of a high luster finish that

commands premium prices . . . and admiring glances . . .

the kind of finish that results in favorable

comments, customer satisfaction . . . and a bigger, more profitable volume for you!

See your Milwaukee Distributor or write:

Milwaukee Electric Tool Corp.

5314 West State St. • Milwaukee 8, Wis.



Look under
"Tools-Electric"

7" PAD DIA.

**2800
RPM**

© 1958 Milwaukee Electric Tool Corp.

AS-9498

Small-Town Missouri Dealer Trims Daily Operating Costs Below \$150

By **ROBERT L. PERKINS**
Perkins & Law (Chevrolet)
Iberia, Mo.

ONLY through the true analysis of our business with the aid of a certified accountant and modern bookkeeping system have I discovered the true picture of my operation. Deals I once considered desirable no longer attract me, for they show no possibility of returning a profit.

Under my present condition, knowing my costs of operation—which I have greatly reduced and now watch closely—I find myself in a position to determine my true profits on car deals. During the period of which my attempts to find out the true conditions of my business were made, I made the startling discovery of an unbelievable cost of daily operation. This daily cost of operation was determined by my total operating costs divided by my total working days which, believe it or not, ran approximately \$150 per day.

Excerpts from an address on a panel before the convention of the Missouri Automobile Dealers Association held recently.

My dealership is in a town of approximately 600 population. This figure, without a doubt, seems unreasonably high. And much to my pleasure, it has been reduced considerably.

After obtaining a true picture of the conditions which existed, it became very apparent that I must maintain a higher profit margin than I had realized before. The conditions of today made me wonder if this was possible in a time when dealers would do anything to sell an automobile. The gimmicks and distress advertising have been used in ways and means which never before have been dreamed of.



This "team" helped the mail go through for 30 years. L. A. Harris (right) of Aberdeen, Miss., is shown accepting the keys to his 30th Chevrolet from J. D. Fitzpatrick, Richardson Chevrolet Co. A rural mail carrier for 39 years, Harris bought his first Chevrolet from Richardson in 1925 and traded for a new one every year, except during World War II, when he drove the same car three years.

E. E. Zingg (right), director of safety of the Dixie Highway Express, Inc., Meridian, Miss., accepts a recognition plaque awarded his firm from Walter Miller, manager fleet sales, The Electric Auto-Lite Co., at the recent convention in Cleveland, O., which honored winners of the annual safety contest sponsored by the American Trucking Association. The contest is a major event in the association's yearly program to foster safe operation of trucks in the nation's streets and highways.



But I am pleased to report that since I have made this analysis of my business, I can say that my profits have moved steadily upward. Not that I am yet satisfied, but I feel I am traveling in the right direction.

Tallahassee Picks Carr

Lonnie Carr of Carr Buick, Inc., has been elected president of the Tallahassee (Fla.) Automobile Dealers Association. Other officers are Theo Proctor, Jr., Proctor & Proctor, Inc. (Cadillac-Pontiac), vice-president; Robert B. Drake, Drake Motors, Inc. (Dodge-Plymouth), secretary, and Billy Mayo, Mayo-Mingledorff Motors, Inc. (De Soto-Plymouth), treasurer.

Davidson County, N. C., Elects

New president of Davidson County (N. C.) Automobile Dealers Association is Bernard H. Thomas, Thomas Motors, Inc., of Lexington. Marshall Floyd of Hill Motor Co., Denton, is vice-president and M. F. Tysinger of Thomas Motors is secretary-treasurer.

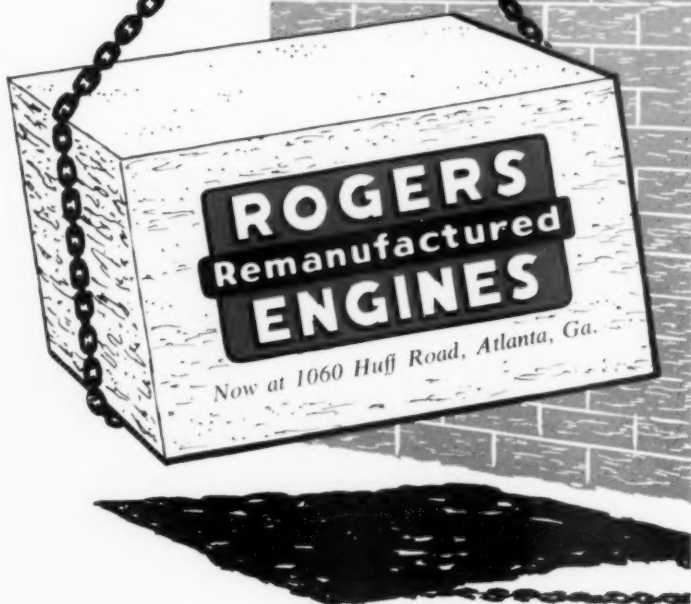
We're putting in the last stone

And we're moving in! Production lines are being set up, new equipment installed and other last minute touches finished to make John Rogers' new building the finest equipped plant of its kind.

These new facilities give you an absolute guarantee of unbeatable quality, precision workmanship and accurate testing on every Rogers' DYNAMOMETER TESTED Remanufactured Engine before it leaves our plant. As a result you get tip-top service on outstanding engines that build your reputation and give your customers only the best in dependability.

Thanks for waiting . . . for this move has been made for you, our distributors, dealers and customers. It immediately means faster, better production and quicker delivery to meet the increasing consumer demand for more Rogers' Remanufactured Engines. Make sure you get your full share of this growing market. Install only the best . . . Rogers' Remanufactured Engines.

Your Reputation Rides With The Engines You Install!



SAJ Publisher Becomes Chairman of NBP

RICHARD P. Smith, president and treasurer of W. R. C. Smith Publishing Co., Atlanta, Ga., publisher of SOUTHERN AUTOMOTIVE JOURNAL, was recently elected chairman of the board of National Business Publications, Inc.

Comprised of publishers of 202 business magazines and journals, representing 97 American and Canadian companies, NBP defines



its avowed objective as being the betterment of business publications as a whole.

Five of the six W. R. C. Smith publications, including SAJ, circulate in the South and Southwest. One—*Textile Industries*—is international in its circulation.

Smith is a graduate of Virginia Military Institute and joined the firm, founded by his father, in 1934. A field artillery officer, he served on Gen. Lucius Clay's group control council in Germany during World War II.

For an up-to-the-minute picture of the South's economy as painted by this nationally-recognized publisher, turn to page 29.

Yates Dies in Macon, Ga.

Charles H. Yates, secretary-treasurer of Yates Auto Contract Co., Macon, Ga., and a past president of the Georgia Automobile Dealers Association, died last month. One of Macon's oldest automobile dealers, Yates founded Overland Macon Co. in 1916 with Dana H. Adams. He also had held Packard, Plymouth, De Soto and Oldsmobile franchises.



Leaders of the Tennessee Automotive Association include (l. to r.): Front row, Carroll G. Oakes of Morristown, retiring president; C. W. "Wink" Bond (Ford) of Arlington, president; Robert E. McAdams of Nashville, secretary-treasurer; John M. Walker of Covington, state NADA director, and David P. "Doc" Whelchel, executive vice-president; back row, H. Grady Spann of Waverly, J. E. "Peppy" Lawrence of Chattanooga, Fred J. Kittrell of Hohenwald and Roy A. Cruze of Knoxville, regional vice-presidents. Regional vice-presidents not shown were John E. Stamps of Collierville, Emmett Yeiser of Savannah and Walter C. Adams of Bristol. The attendance approximated 300.

NADA President Foresees 5,000 Dealers Giving Up

THERE may be 5,000 franchised dealers throwing in the sponge this year, according to Dean Chaffin of Bozeman, Mont., president of the 23,000-member National

Automobile Dealers Association.

The veteran General Motors dealer told the 19th anniversary convention of the Tennessee Automotive Association at Nashville last month:

"If we continue to do as we are now, we will lose 5,000 dealers in 1958."

Earlier he had asserted he "hated to admit that to meet competition today I am doing things that I would not have thought of doing a few years ago" in his community.

He expressed the belief that Ford and Chrysler would soon announce they, as GM has done, would cease direct sales to states and local governments.

Byron J. Nichols, vice-president and general manager of Chrysler Motors Corp., said as to 1959 car prices:

"We will continue to price our products as low as possible consistent with the costs of labor, materials and services, the good health of our business and with full consideration of the buying public."

Nichols declared that "when you realize that 70 to 80% of a car's price—including all its component parts traced back to suppliers—is a labor cost, then you know how important we consider the present

(Continued on page 120)

That's TAA President Oakes at left presenting a silver dollar to the new president, C. W. "Wink" Bond—a dollar which has passed down as a good luck piece from president to president since the first president, Wm. M. Liddon of Nashville, inaugurated the custom in 1941. Oakes safeguarded the charm by keeping it in his safety box at a Morristown bank.

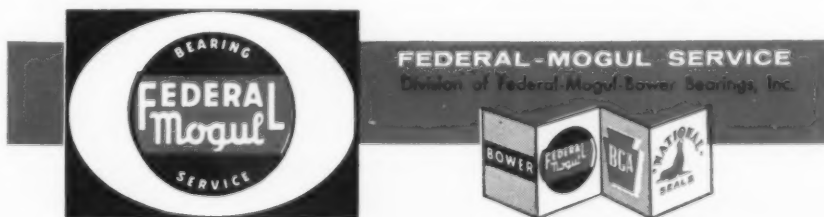




"I've just buttoned up a lot of new mileage...with Fm engine bearings"

Whether you are overhauling the engine of a car, truck, tractor, industrial or off-the-road unit, you can always get exactly the right type of bearing and the right undersize—and get it fast, from your Federal-Mogul Jobber. The Fm line includes 5800

different sizes and types of bearings, engineered to produce maximum, trouble free mileage on your overhauls. You can depend on the Fm line for the best in bearings . . . and on your Fm Jobber for the best in service!



The news is out...3 ways for better service station profits



Serve, Sell and Excel with NIEHOFF ignition parts and testing equipment

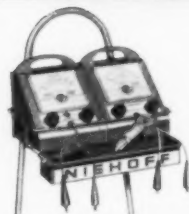
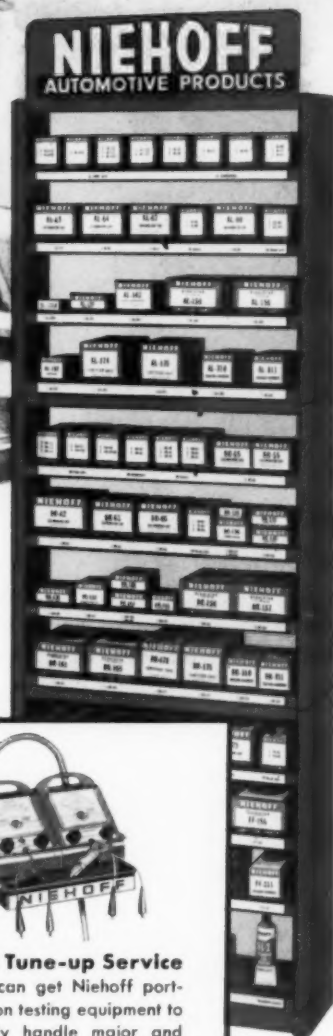
Thousands of servicemen are enjoying a prosperous, growing business as ignition specialists. They say that by handling Niehoff and using proper testing equipment they do simply and expertly all of the three things needed for success...*Serve, Sell and Excel*. Here's how you can

SERVE all makes, all models of cars, trucks, tractors and small engines.

SELL ignition "know how". Niehoff makes it simple to select, install, satisfy. Data book makes you an expert. Cabinet stock system means no high inventory cost.

EXCEL—Quality so superior repeat business is automatic.

Ask Your Niehoff Jobber Now!



Excel in Tune-up Service
Now you can get Niehoff portable ignition testing equipment to scientifically handle major and minor tune-up jobs. The cost is low. Write for details.

C. E. NIEHOFF & co.

Main Office and Factory: 4925 Lawrence Ave., Chicago 30, Ill.

WAREHOUSES: 95 Pine St., N.E., Atlanta 3, Ga.; 2715 Main St., Dallas, Texas.

The Only Complete Line!

Color Bars and Machines by **ARCO**

at a price to fit
any shop or jobber
requirement
lacquer or enamel

E-3 COLOR BAR

Also available in quart and
gallon combinations.



COLOR BAR JR.



THE COLOR CADDY "8"



THE COLOR CADDY "4"



THE E-30 D COLOR MACHINE



THE ARCO COMPANY

7301 Bessemer Avenue
Cleveland 27, Ohio

Gentlemen:

Please send further information on your complete
line of color bars and machines.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____
ZONE _____ STATE _____

Originators of the Color Bar + Color Machines



Arco
PAINTS



A Division of **AMERICAN-MARIETTA COMPANY**



NEW POWER
with an
REBUILT

★ **EACH PART NEW OR RECONDITIONED** ★ **NEW ENGINE**

ONE DAY INSTALLATION FOR ALL POPULAR MAKES

Every Rebuilt Engine is thoroughly tested to give you carefree, trouble-free motor-ing. Come in and get the story and facts today!

GET THIS SALES-MAKING POSTER FOR YOUR SHOP

A colorful poster reproduction—42" x 28"—of this ad is available to help you sell more exchange rebuilt engines. It really arouses interest. Write Muskegon Piston Ring Company, Muskegon, Michigan now to get your free copies.

THIS AD AVAILABLE AS "42x28" POSTER

Colorful . . . attractive . . . a real stopper . . . these words describe the 42" x 28" poster of this ad that is available to service shops to promote rebuilt engines. There are five more posters of this jumbo-size, each designed to lift rebuilt engine sales. A new poster can be put up every sixty days—keeping interest in rebuilt engines great in 1958. Write Muskegon Piston Ring Co., Muskegon, Michigan, for your posters now! This poster is identified as No. 5.



FOR YOUR CAR
exchange

ENGINE

GUARANTEE ★ TOP PERFORMANCE ★ SAVE REPAIR BILLS

We Sell and Install Exchange Rebuilt Engines That Feature the Finest Piston Rings . . . Made by Muskegon Piston Ring Company . . . The Engine Builders' Source Since 1921.



"YOU...and carburetor servicemen everywhere...asked for a low cost kit that will do a *complete overhaul* job!"

... a finding shown by Carter's recent national survey of automotive mechanics.



**Now...from Carter...
here it is**

**The Re-carburetion Kit—
with all the essentials in one
package to do a complete
carburetor overhaul job.**

- *not a cleanout kit*
- *not a "short" kit*

**"Frills out...
essentials in"**

Contents of a typical genuine
Carter Power Center Re-carbu-
retion Kit!

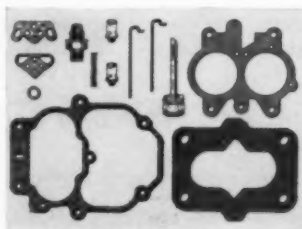
- 6 gaskets**
- 1 pump plunger assembly**
- 1 spring**
- 2 main metering jets**
- 2 step-up rods**
- 1 needle and seat assembly**

Carter's survey indicated a pressing need for a low cost kit that would do the complete re-carburetion job. Such a kit called for a parts package that would include the necessary metering components and all other essentials required in general carburetor overhauls... but no "frills."

This is exactly what the new
Carter Power Center Re-
carburetion Kit offers you today!

In producing this handy, low cost re-carburetion kit, Carter has streamlined the contents of its repair parts package. There are no leftover parts or excessive inventory. Now the new kit contains only the parts that are absolutely essential for most carburetor jobs in any shop at any mileage.

Gone are the days when you had to chase around the shop after separate parts. Now... all in one convenient package... the Carter Power Center Re-carburetion Kit does the complete job quickly...economically...and at a good profit to you.



Contact your Carter Supplier today.

CARTER CARBURETOR

DIVISION OF QCF INDUSTRIES

INCORPORATED

ST. LOUIS 7, MISSOURI

PEAK[®] anti-freeze

with RUST-GUARD

for guaranteed all-winter protection

We believe you want *the best* for your customers. That's why CSC developed PEAK with RUST-GUARD. RUST-GUARD is what we call the exclusive combination (pat. pending) of special additives that give *all* the metals in the cooling system the *most* effective protection obtainable against both rust and corrosion. And there's no oily film to cut down on heat transfer and clog the radiator.

These are facts, proved by rigid testing in the laboratory and on the road. PEAK is the finest quality permanent-type anti-freeze money can buy. It won't boil away, won't evaporate, doesn't foam, won't leak from any cooling system tight

enough to hold water, won't mar car finish. No other nationally advertised brand contains higher quality ethylene glycol than PEAK. And because of RUST-GUARD, PEAK gives the most effective protection obtainable against rust and corrosion.

For top winterizing jobs this season, install PEAK . . . it's a GUARANTEED product! Order from your sup-

plier now. He will give a 6½ cents per gallon allowance on all PEAK deliveries made before Oct. 26, 1958. This is given to you so that you can offer car owners your own GUARANTEED PROTECTION program — replacement of anti-freeze if lost. Ask your supplier for further details or write Automotive Chemicals Dept., Commercial Solvents Corporation, 260 Madison Ave., New York 16, N. Y.

FLASH! Watch for news about this year's EXPERT DEALER program and the GUARANTEED ANTI-FREEZE PROTECTION plan. It's a combination that's sure to boost your anti-freeze and TBA sales!



STEP UP YOUR EARNING POWER **NOW!**

with these **Snap-on** socket wrench sets
140 pieces • available on convenient credit terms



3/8-in. square
drive units



1/2-in. square
drive units

272-F-B 72-piece, 3/8-in. drive FERRET SET

Ratchet, speeder, spinner, extensions and adaptors, plus a variety of 50 sockets and screwdriver heads. Attachments hook up fast—hold tight through any turning job.

OWN BOTH THESE SETS

272-F-B, 3/8" drive set, \$118.20

368A-M-B, 1/2" drive set, 175.70

Both Sets — Only\$293.90

A small down payment puts them to work for you
Prices subject to change without notice.

Give your earnings a boost with this complete selections of Snap-on 3/8-in. and 1/2-in. drive socket wrench units. There's no need to buy tools piecemeal. Snap-on will put these sets in your hands for just a little down, a little each week. With these top-quality matched units you can make the most of your skills—turn out the extra work that puts extra pay in your pocket.

Whether you need sets like these, shop equipment items, or a complete shop tool layout, the Snap-on easy payment plan can help you. Ask your Snap-on man for details.

368A-M-B 68-piece, 1/2-in. drive MASTER SET

Ratchets, spinner, speeder, extensions and adaptors for a wide variety of work. Set includes 55 sockets of various types and sizes. This set will give you speed, leverage and reach for almost any hex nut you encounter.

Sets to service European cars

220-M-B Metric 3/8" square drive set—8 Wrench Handles, plus a 14 mm spark plug socket and 11 Metric hex sockets, 9 mm to 19 mm. Only \$35.05.

219-W-B Whitworth 3/8" square drive set—8 Wrench Handles, plus a 14 mm spark plug socket and 10 Whitworth hex sockets (4 BA to 7/16" BSF bolt size). Only \$35.40.

324-MM-B Metric 1/2" square drive set—8 Wrench Handles, plus 16 Metric sockets, 10 mm to 25 mm. Only \$56.95.

320-MW-B Whitworth 1/2" square drive set 8 Wrench Handles, plus 12 Whitworth sockets (3/16" to 7/8" BSF bolt size). Only \$55.25.



SNAP-ON TOOLS
CORPORATION
8052-G 28th Avenue • Kenosha, Wisconsin



Like a weld in steel... **Wagner Lockheed** EXCHANGE BRAKE SHOES are properly bonded to hold lining to shoe

The Wagner method of applying lining to shoes makes sure that the two are *properly* bonded—holding the lining to the shoe as securely as the weld in fabricated steel.

When you exchange shoes, you take full advantage of our mass production facilities—the slow, tedious delining and relining is done for you. You save time on every job... speed turnover... and gain time for other profitable work.

Wagner supplies you with clean, inspected, completely reconditioned shoes equipped with the right premium quality lining to insure customer satisfaction—and the price enables you to make a substantial profit.

WAGNER EXCHANGE BRAKE SHOES have lining "bonded-on" or

"riveted-on" according to highest factory standards. Sets are available for all cars and some light trucks with both standard and oversize lining thicknesses.

COMPLETE WAGNER LINE includes Lockheed Brake Parts, Fluid, and Lining for all vehicles. Brake Lining comes in rolls, sets, blocks and slabs. Exchange Shoes come in "WEB" SETS bonded with CoMaX Lining, and "WB" SETS bonded with "WP" Lining. For details, consult nearest supplier of Wagner Lockheed Products, or send for a FREE copy of Catalog BU-579.

Wagner Electric Corporation

6362 PLYMOUTH AVENUE, ST. LOUIS 14, MO., U.S.A.
(Branches in principal cities in U.S. and in Canada)

Wagner Lockheed *the best known name in brake service*

LOCKHEED BRAKE PARTS, FLUID, EXCHANGE SHOES and LINING • AIR HORNS • AIR BRAKES • TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES





*Did Bert build
near those new
skyscrapers?*

*No... they built near him
because he has the best...
...like Timken® bearings
for replacement*

You'll build business (popularity, too!) when you replace with Timken® tapered roller bearings. Tell customers it's Timken. It's the trade-mark they know because it's America's best-known name in bearings. When you say "Timken", your customers know you use only the best quality replacement bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable: "TIMROSCO".



CUSTOMERS LOVE YOU WHEN YOU REPLACE WITH AMERICA'S BEST-KNOWN BEARING...JUST TELL 'EM IT'S...

TIMKEN
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS

300%

more resistance
to overcharge*

greater resistance
to undercharge*

STAYS STRONGER LONGER



with **NEW**
GOULD

Silver Cobalt
SEALED CHARGE

BATTERY

this means
MORE battery sales
MORE battery profits
with
LESS work for you

NO trickle charging NO double handling
NO messing with dangerous acids

New Gould silver cobalt batteries have up to 5 times longer shelf life without trickle charging—they're ready to go to work after *months* in storage.

Gould has a complete merchandising program—brochures, signs, displays—to help you sell more silver cobalt batteries. See your jobber or write

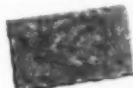
**GOULD-NATIONAL
BATTERIES, INC.**

SAINT PAUL 1, MINNESOTA

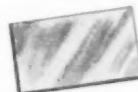
*Together overcharging and undercharging account for 80% of all battery failures. New Gould silver cobalt batteries have triple resistance to overcharge, greater resistance to undercharge, compared to SAE minimums.

WHY SILVER COBALT?

Corrosion eats away battery grid material like rust eats bare steel. Coated steel lasts indefinitely because it doesn't rust. Similarly, silver cobalt coats the battery grids, protecting them from corrosion. The grids last longer—the battery performs better—stays stronger longer



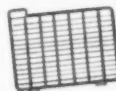
Bare unprotected
steel rusts



Coated steel
resists rust



Unprotected battery
grids corrode



Silver cobalt grids
resist corrosion

New tool removes old shocks in minutes!



SLASHES LABOR TIME AND COSTS FOR SHOCK ABSORBER REPLACEMENTS

- **Completely New**—The only tool that will instantly remove stud-end shock absorber nuts frozen by rust and corrosion.
- **Completely Dependable**—Made by Gabriel of finest tool steels, for long life performance.
- **Works With Standard Ratchet**—A few turns of the wrench and Pop! . . . the nut splits. So easy you can do it by feel.



This new Gabriel tool gives you the jump on profitable "shock" replacement business.

Here's how you get it:

For a limited time only—you get the "Nut-Buster" FREE (a \$7.95 value) with the purchase of any 4 Gabriel shock absorbers at the regular trade price. For example: on a purchase of 4 Hydroshox with stud or eye ends, you get a \$29.15 value for only \$21.20! When you sell



"Nut-Buster" speeds job in underhood position. No damage to engine or knuckles. ↑

↓
Ample clearance for rear shock work, too. A few swings of the ratchet, and the nut's loose!



these 4 shocks you recover \$32.60 *plus* installation charges. *And remember*, you also get the "Nut-Buster," which will really make the shock absorber business *profitable* for you.

Offer expires September 1st. To get your Gabriel "Nut-Buster" act quickly—call your Jobber, or write us direct.

THE GABRIEL COMPANY • CLEVELAND 15, OHIO

JULY 1958

**There's Less Room
Here for Gloom!**

The South Weathers "Recession" Best



By RICHARD P. SMITH
President
W. R. C. Smith Publishing Co.
Atlanta, Ga.

The publisher of Southern Automotive Journal and five other business papers leaves out any "romancing" to point out how this region's economy has suffered least from the slowed down business conditions. You'll be more sold than ever on the South after studying these statistics. The author is a nationally-known publishing figure, having just been elected chairman of the board of National Business Publications (see page 15), which is composed of the publishers of 202 business papers.

THE South has been weathering the "recession" distinctly better than other areas of the United States.

If you've been standing too close to your own problems to see how the Southland—the 19 Southern and Southwestern states—has continued to rise in the face of a temporarily slowed economy, step back a few notches and consider why we are blessed by living in an area which is now the nation's No. 1 economic asset.

From the facts and conclusions to follow, all of us should draw comfort from the clear signboards that the Southland—far more than any other area—is topping, Goliath-fashion, the less-well-situated regions.

The depressed state of business evident in the North, East and West is much less noticeable in the South. Of all the various indicators you can examine, none reflects good jobs and public sentiment more quickly or more accurately than retail sales. People spending money freely are happy, confident people whose faith in themselves and their future is backed up with cash. In the South consumer buying continues to be heavy.

Over-all retail sales in stores other than the larger chains in March of this year exceeded those

of February by \$359 million and January by \$66 million in Alabama, Florida, Georgia, Mississippi, Tennessee, the Carolinas and Virginias, Maryland, Delaware, Kentucky, Arkansas, Louisiana, Oklahoma, Texas and the District of Columbia.

Of \$3,326 million which cash registers rang up in March, \$667 million was spent in food stores, \$210 million in eating and drinking establishments, \$186 million for general merchandise, \$208 million for apparel, \$176 million for furniture and appliances, \$257 million for lumber, building materials, hardware and farm equipment, \$349 million at gasoline service sta-

tions, and \$122 million for drugs and proprietaries, all of which showed increases in sales in March over February.

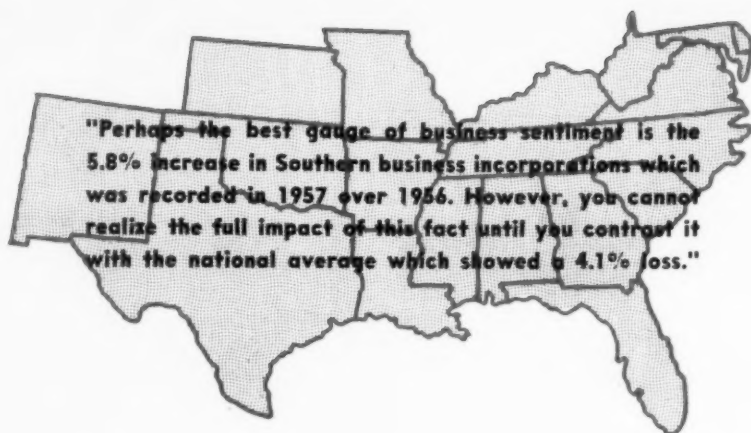
March sales brought to more than \$9½ billion the cumulative total of such transactions in the South in the first quarter of 1958, according to a Bureau of the Census survey.

The increase in sales in March over February came in the broad South, while the retail trade field in the Northeastern and North Central sections of the country were experiencing downtrends.

Unemployment figures reveal that the South as a whole is relatively better off than other regions. Only seven per cent of the South's labor force was unemployed in April (the last full month for which figures are available), whereas 7.8% of the workers were seeking jobs in the Northeast, 7.5% in the North Central region and 8.3% in the West.

In the year from April 1957 to April 1958 most of the unemployment in the South was registered in farm jobs. In April of this year 82.2% of the South's labor force had jobs in non-agricultural occupations; this was only 1.1% less than in April 1957. Thus far the greatest loss of jobs has been in Southern agriculture, where the

Cold Facts to Warm a Southerner's Blood



drop has been 1.8% in a year's time, due primarily to farm mechanization and the attraction of industrial employment.

It is recognized that for retailers in the small-town market which comprises much of the South, no economic trend is more significant than the continuing rise in cash farm income. Retail trade in these rural areas is so closely linked to the fortunes of agriculture that as the farmer prospers so do the independent retailers.

Income received by Southern farmers in the year's first two months averaged more than eight per cent above the 1957 period, and in mid-March national figures were at the highest level in five years. The annual rate of Southern farm income in the two months was \$7.2 billion as compared with \$6.6 billion a year earlier.

With farm income more than keeping pace with increased costs of production items, the U. S. Department of Agriculture predicts that net farm income for 1958 will be five to ten per cent ahead of 1957.

This increase then in *net* farm income is the significant fact, for it signals:

1.—An improvement in the farmer's ability to purchase.

2.—His re-entry into the market for virtually all categories of products.

Recent trade surveys by *Southern Hardware*—one of our six publications—have revealed the soundness of the independent retailers' competitive position in this important small-town market as contrasted with the position of many of their big-city brothers. In the rural towns and cities—locations free of the domination of department stores, mail-order out-

lets and discount houses—price structures tend to remain firm and profit margins are more dependable. In most areas of the South, dealers are free of such competition and buy with the confidence that traditional margins can be maintained. Irresponsible price cutting and sales with limited profits are *not* characteristics of the Southern market, and therein lies much of the strength and importance of the small-town retailer.

While the reactions of millions of Southern consumers are of vital economic importance, the reactions of businessmen also have an impact on the Southern economy that cannot be ignored. Perhaps the best gauge of business sentiment is the 5.8% increase in Southern business incorporations which was recorded in 1957 over 1956. However, you cannot realize the full impact of this fact until you contrast it with the national average which showed a 4.1% loss.

Since 82.2% of Southern workers are in non-agricultural jobs, manufacturing rates a large share of the credit for our present satisfactory situation. Perhaps the principal reason the South has not experienced the same business drop that has hit other regions is that our plants are larger and the products are more basic—processing raw materials through initial stages. We have relatively fewer finishing plants. Consequently, periodic changes in consumer demand are dampened somewhat before affecting our large processing industries.

Let's try to look simultaneously in two directions—at the big processing plants that we now have in the South, and at the coming finishing plants that will convert these processed materials into fin-

ished products to meet a fast-growing consumer demand. We already have an enormous stake in the processing industries and an equally important potential in the finishing plants that are rapidly developing.

Now the picture is changing rapidly. Many small new industries are being established to furnish supplies to the older big plants, and while the total of consumer products plants is not yet impressive, percentage growth is enormous. These trends will continue at a more rapid pace.

One outstanding example serves to substantiate the above statements: Electrical machinery and equipment.

General Electric and Westinghouse have led the parade. There are now 22 major G-E plants in our area, producing transformers, distribution equipment, instruments and controls—and the enormous G-E electrical appliance plant at Louisville. The same is true of many other large firms.

Automotive Expansion Is Heavy

Another example is the great Ford glass plant at Nashville, Tenn. (yet a small portion of the \$400 millions spent by Ford alone in the Southland since World War II).

Other automotive manufacturing units in being or planned include the 1,300,000-square-foot Chrysler Corp. plant in St. Louis, Mo., recently announced by Executive Vice-President W. C. Newberg.

In discussing selection of St. Louis, Newberg said that the site was "close to the heart of a rapidly expanding automobile market in the South-Central and Southwest areas of the United States."

General Motors Corp. has been active, too, with such projects as the tremendous Buick, Oldsmobile, Pontiac assembly plant close to Atlanta, Ga., and plans to approximately double the Atlanta Chevrolet plant by adding 385,000 square feet of factory space.

However, industry large and small is dependent on power, which today means the production, transmission and distribution of electrical energy. To meet the demands originating in manufacturing plants, homes, stores, warehouses and offices, Southern utilities are expanding at a much faster pace than elsewhere.

In just ten years following World War II, the seven Southeastern states have advanced from the fourth largest producer of electric energy regionally in the nation to

WHAT DIXIE'S DOING

- | | |
|---|--|
| <p>1 The sugar in your coffee an'
The clothes upon your back,
The fruit you have for breakfast,
The rice they "puff" and crack,
The very bed on which you sleep,
Your furniture, <i>per se</i>,
It's made in Dixie for you,
From Texas to N. C.</p> | <p>2 They built your house of Georgia pine,
It's roofed with Georgia slate;
You bought the nails in Birmingham,
If you were up-to-date.
The rugs you laid upon the floors,
The curtains, towels and sheets
Were doubtless made in Southern mills
Whose products can't be beat.</p> |
| <p>3 Your horse that steps in "two O three,"
The "brand" you love the best —
The first one comes from Tennessee,
Kentucky does the rest.
And when you've dined on Southern fruits
And roasts of Texas beef,
The smoke you smoke or your "chewing"
plug
Is fine Virginia leaf.</p> | <p>4 Your food is cooked in cotton oil
It has "hog grease" "skinned a mile."
The folks that use it regularly
Wear no dyspeptic smile.
We're lighting half the continent
With Texas kerosene;
They're burning it 'neath boilers from
Frisco to New Orleans.</p> |
| <p>5 We're selling shirts to Chinamen
And oil to <i>parlez-vous</i>,
But when it comes to cotton bales,
Well—Europe takes a few—
Four hundred million dollars
Was, last year, the export sum
And adding what we used ourselves,
You'll find we're "going some."</p> | <p>6 Dixie's doing all of this—
She's very much "on top,"
Everybody's hustling
And hasn't time to stop.
But when you're dead and done for,
Just to show our sentiment,
We'll pile Georgia marble on you
And there's your monument.
—W. R. C. Smith</p> |

The author's father, who founded W. R. C. Smith Publishing Co., penned these words more than a generation ago.

the No. 2 position, according to the U. S. Department of Commerce.

In 1957, 108.4 billion kilowatt hours of electrical energy were produced in the seven states by utilities and industries, or more than three times the 31 billion kilowatt hours produced in 1947. Last year's 108.4 billion kw/hr produced in the Southeast was exceeded only by the 162 billion produced in the East North Central states.

The Southeast also led the nation in rate of increase and the West South Central section was second in percentage increase.

Forecasts of nearly all Southern and Southwestern utilities indicate huge construction programs during the coming years. The Southern Co. forecast shows a construction program of \$500,000,000 during the years 1958-1960. Since 1927 the rate of growth in the system companies' energy requirements has been slightly over eight per cent a year compounded annually — equivalent to a doubling of the load every nine years. Generating units to be installed during the next three years on the Southern

Co. system total 1,250,000 kw.

The 1958 program totals \$155,000,000 for the Southern system companies: Alabama Power, Georgia Power, Gulf Power, Mississippi Power and Southern Electric Generating Co. This is the largest construction program in the history of the company.

Typical of expansion in the Southwest is a \$21,000,000 electric power generating expansion program during the next three years for Southwestern Gas & Electric Co. This includes the addition of 100,000 kw units at the company's two plants in Northwest Louisiana.

Probably the most dramatic developments in Southern power generation lie in the field of atomics. With operation scheduled for April 1960, Industrial Testing Reactors, Inc., is constructing a \$12 million nuclear reactor in the Wadesboro-Rockingham area of North Carolina. It will employ about 500 and will attract a large complex of industry into the area.

Oak Ridge (Tenn.) National Laboratory now has six nuclear reactors in operation and the Caro-

linas-Virginia Nuclear Power Association is building a 17,000 kw nuclear plant at Parr Shoals, S. C., near Columbia. Florida developments include a proposed 50,000 kw atomic plant by the East Central-Florida West Coast groups.

These developments have moved so swiftly in the South that some well-informed persons estimate that it will become one of the South's most important industries in the next ten years.

This is quite a bold prediction but one must respect it when the recent expansion of atomic industries in this part of the country is taken into consideration.

With the upsurge of industry, the growth of trade and the consequent expansion of consumer incomes, there has come a great demand for newer and better housing. To meet this demand residential construction has increased steadily. In 1957 the South was the only region showing an increase in dwelling units started over the preceding year. With a total of 346,300 it exceeded any
(Continued on page 79)



Let's Build Up Customer Trust

By E. M. LOWERY
Technical Editor

HE SAID, "I wouldn't believe it." Too many motorists have that attitude toward automobile repair shops. Somewhere along the line they have lost confidence in us. Maybe it was because they were promised impossible performance when the sale was made, or maybe one repair job had turned them against all shops.

The "I wouldn't believe it" customer had brought his car in to have the radio repaired. While the service advisor was completing his order, the customer was told that the shop's radio repairs were sublet to the authorized radio service shop. That was okay; he wanted it fixed.

When he returned for the car and was presented a bill for \$8.50 for radio repair, he "hit the ceiling" . . . "no radio repair was worth that amount" . . . "about all they did was to replace the fuse."

He wanted to see the manager. He repeated his previous statement and wanted to know what was done to the radio.

Upon being told that since the job had been sublet a call would have to be made to determine just exactly what the repairs included, he retorted, "That won't do any good because I wouldn't believe it."

When asked if he had given authority to repair the radio he replied, "Yes." Had he asked what the charge would be, "No."

He was told then that the charges would have to stand and he must pay the bill. He said, "Well, it will cost you."

Just another case of customer getting full value for his dollar but was unhappy because he had no confidence in the shop before or after the job was done.

Do you think you don't have any of these?

Did you ever notice how many of your customers who, after paying the repair bill, walk over to the car, scan each item listed on the repair order and inspect the car to determine that every service operation had been performed?

This veteran editor, who began accumulating his technical knowhow more than two score years ago and now directs a shop force of nearly 100, pinpoints some attitudes to be found in King Customer and some "Do's" and "Don'ts" to follow if you would keep your shop boiling at capacity.

Just another demonstration of lack of confidence. Yes, there are too many of these and our big job is to correct this attitude.

When we gain—and retain—the confidence of all our customers, we will never have to be concerned about shop volume.

Let's analyze the average service customer: How does he feel when he comes in to buy Service? The same as when buying a suit of clothes, a TV set, etc?

No, his attitude is likely to be unfavorable to begin with. He feels that the car, or some other shop, has let him down. Otherwise he wouldn't have to buy Service. He is not in a good mood and it takes very little real or imagined inconvenience to get him "sore" at the car, the shop and anything else with which he comes in contact.

Making a customer feel at ease and gaining his confidence under these conditions requires more than many of us realize.

How do we go about gaining his confidence? First, by recognizing his wants. What are they? Immediate attention—not to be without the car any longer than absolutely necessary (he doesn't like inconvenience in or out of the shop).

He wants quality service—to be charged a fair price for the service he gets—and every service operation completed that was requested. (To have to come again to get the job completed only adds to the inconvenience and lack of confidence.)

The first impression a customer gets about the

(Continued on page 113)

Plastic Pipe Peps Profits

By Ruel McDaniel

SALES of plastic pipe are helping with net profit at a Yoakum, Texas, dealership.

About four years ago Heine Goetz, owner of Heine Goetz Motor Co., needed some auxiliary line or service to add to his parts department. The parts man was able to handle all parts details and still had time on his hands.

About that time there was considerable local interest in plastic pipe, particularly for use as short or emergency water lines. Goetz talked to a plastic pipe salesman, became convinced that he could sell some of the pipe and laid in a modest stock. It became a part of the parts department.

Victor Harbers, parts man, talked with the salesman also, learned some of the uses of the pipe and built up considerable enthusiasm over its sales possibilities.

Plastic pipe has become a staple line for this car dealership. Sales have increased steadily, and it has been the basis of adding certain plumbing supply lines to augment the pipe, the management finding that certain plumbing items went with the pipe and the pipe itself brought in local plumbers who inquired about other plumbing items. The plumbing stock grew logically out of these inquiries. The volume in the plastic pipe and related plumbing fittings averages \$1,000 a month.

"We particularly like the line because we can do this extra volume without adding to our overhead," Goetz explained. "We had ample space in the parts department for it, and our parts man had enough spare time on his hands to handle the pipe sales without neglecting the parts business."

Plastic pipe sells both to users

and to local plumbers. It particularly appeals to farmers and ranchers, who want to do their own work on water systems.

It is excellent for shallow wells, and this is one of the major sources for sales, Goetz said. It works well in any water system except some local wells which have some gas in them. Gas is bad on the plastic pipe, he stressed.

Last year Harbers developed a sizable volume of plastic pipe sales to local turkey growers, who needed something that did not cost too much to extend water lines to various turkey lots and feeding

areas. Some turkey raisers bought as much as a thousand feet. They simply laid it on top of the ground as a temporary installation, and moved it as they switched turkeys to other feeding and confining areas, without material cost for moving and re-installation.

Another profitable source of business, especially in late spring, is the sale to owners of large lawns and gardens, for laying underground water sprinkler systems. The pipe works well for this purpose and little trouble is encountered in laying it, even by men with no experience.

"We explain to customers who have never handled the pipe just how to work it," Harbers explained. "We show them how to bend it, cut it, make connections. It has a wide appeal to the farmer and home owner who like to do their own work."

Local plumbers do not object to the company's handling the plastic pipe and auxiliary plumbing fittings, because they don't stock the same type of merchandise themselves and the dealership's parts department is a convenient source of supply for them. The company allows plumbers a modest trade discount.

"Particularly on plumbing fittings, we well can afford this,"

(Continued on page 64)

Plastic pipe averages adding \$1,000 monthly to the volume in this dealer's parts department. Here Parts Man Harbers explains to a farmer-customer how to use and install the pipe, which can be moved around.



Reducing Comebacks by Fleets

PUTTING the repairs, service and maintenance facts of life in black and white has helped Tommy Jordan with his relations with the fleets whose business he gets at Wilmington, N. C.

This form used by the shop manager at Neuwirth Bros. shop has been valuable in maintaining records and, by providing a duplicate copy, also makes the data available to the fleet owners.

A veteran who has worked for franchised dealers in a number of states for two generations, Jordan's objective has been to minimize those costly comebacks which quickly sap the net profit from a job.

He has been guaranteeing parts and labor for 30,000 miles where customers buy the jobs recommended and carry out the suggested preventive maintenance inspections and service, including a 1,000-mile inspection and check-overs

PREVENTIVE MAINTENANCE WORK SHEET			
"A" SERVICE		"B" SERVICE	
Suggested Mileage - 1,500 to 2,000 Miles		Suggested Mileage - 10,000 to 20,000 Miles	
Suggested Time Interval - 3 to 6 Weeks		Suggested Time Interval - 3 to 6 Months	
<input type="checkbox"/> ----- INDICATE SERVICE TO BE PERFORMED ----- <input type="checkbox"/>			
Date _____		Model & Chassis No. _____	
Owner _____		Truck No. _____	
Address _____		R. O. No. _____ Mileage _____	
(✓) OK		(X) Adjustment Made (O) Needs Attention	

1.	STEERING MECHANISM - Check entire system, king pins, steering arms and steering housings.	9.	REAR AXLE - Check breather, tighten axle, flange nuts and wheel studs.
2.	FRONT END - Check for looseness or any abnormal condition - front axle. Check front wheel bearings.	10.	FRAME - Check for broken members, tighten cab hold down bolts, door locks and hinges, window regulators.
3.	BRAKE MECHANISM - (service & parking) Check - adjust, if required.	11.	LUBRICATE & CHECK TIRES - For wear and pressure - check clutch for free travel.
4.	HYDROVAC - Inspect and oil.	12.	SAFETY - Check muffler, turn signals - all lights and reflectors, windshield wipers.
5.	TRANSMISSION - Inspect for leaks, tighten bolts.	13.	COOLING SYSTEM - Check water pump, pulley and fan belt and hose connections.
6.	DRIVE SHAFT - Inspect universals, flanges and center bearings.	14.	ENGINE - Check for oil leakage, motor supports, fuel pump and filters, carburetor and valves; adjust, if necessary; check head bolts and manifold bolts, and engine ventilator system.
7.	DIFFERENTIAL & PINION - Inspect for leakage and looseness.	15.	ELECTRICAL SYSTEM - Check starter, generator, distributor, timing and check battery.
8.	SPRINGS & "U" BOLTS - Tighten and check for broken leaves. Use pry bar. Check shackles pins and bushings for wear.	16.	WHEEL BEARINGS - Clean, repack and adjust all wheel bearings - replace grease retainers. Inspect brake lining, anchors, locks, springs, wheel cylinders and drums. Blow out drums and shoes, lubricate shoe anchors.

"Guess—"



SOUTHERN AUTOMOTIVE JOURNAL

every succeeding 6,000 miles or six months.

"We've had to put in one set of kingpins under this guarantee during the six years of the program," he reported.

Selling a complete job isn't always easy, he pointed out, as prospects will raise the issue of price.

"When they do that," he said, "I call their attention to the card in my office," which reads:

"I have no quarrel with the man who has a lower price. He knows better than anyone else what his product is worth."

And he backs this up with an additional slogan card which he carries in his pocketbook:

"To know what to do is wisdom. To know how to do is skill. To do the thing as it should be done is service."

(Continued on page 79)

Open Letter to Dealers:

Don't Cry on My Shoulder!

Dear Mr. Dealer:

For some time there have been articles in SOUTHERN AUTOMOTIVE JOURNAL about the drop in dealer profits and the kind of sales effort needed to move cars in today's market. In recent weeks the newspapers and the national news magazines have given a lot of space to the plight of the automobile industry at all levels.

I've read these articles with sympathetic concern. Although I no longer have any connection with the automotive industry, the years I spent doing "paper work" in the business have given me a continuing interest in automotive affairs.

But my attitude toward declining sales has changed recently. I set out to buy a 1958 model—and in some ways the experience has been a shock.

Because I had not bought a car since moving to the Southwest, I had no established relationship with a dealer. In the small town where I live there is no dealer for the make in which I was most interested. By circumstance rather than by design, I eventually visited eight dealerships in both smaller towns and metropolitan areas—five in the Southwestern area where I now live and three in the Southeastern area where I used to live. Of the eight, only one Southeastern dealer knew that I had ever been associated with the trade. To the others, I was just another customer.

It would be a mistake to assume that these eight dealerships present a well-rounded picture of the 1958 sales situation. Maybe they are typical and maybe they aren't. But enough things happened to start me to wondering—and possibly some sales managers should start wondering too.

Dealers and car salesmen can't help the unfavorable trends in the nation's economy. They have my sympathy, but—

But can't they know a little more about the cars they are trying to sell?

But can't they show a little more enthusiasm for their particular products?

Editor's note: This letter was written by an individual who spent a number of years—until several years ago—in the automotive industry. At that time the writer, who requests anonymity, was acquainted with all categories of automotive folks—dealers, garage owners, wholesalers and service station operators. The letter tells of the exasperating experiences in buying a new car. Can you be sure your company isn't one of those visited in this "search?"

But can't they avoid some glaring errors in salesmanship and customer relations?

Lack of knowledge of what they have to sell? In a dealership in a small Southwestern city, a salesman handed me a batch of color chips on a chain and asked me which one I preferred. He was all ready to order the car in the color I selected. That color—other dealers told me—was available only on a single "prestige" body style. I wanted a two-door sedan.

Having read some factory literature, I was interested in combining a body, an engine and a transmission that weren't usually found together in the models on the showroom floors. Apparently nobody before me had asked a salesman in a small Southwestern town

How well your new-car sales are running, Mr. Dealer, may depend on how many of your salesmen are making "boo-boos" mentioned here



about the combination, so he consulted the sales manager.

The sales manager was ready to order it for me that afternoon. If the order had been written, I would have been unhappy to be told later that the combination had been available at the first of the model year but had been discontinued because there had been so little demand for it.

At an old and respected dealership in a Southeastern city I asked about road clearance. That's more of a problem on some side roads in this area than it is in a city—but I'll bet I could scrape bottom within 20 miles of that Southeastern dealership even though I'm not enough of a fisherman to know the back country really well. I'm sure the salesman didn't hear that question often and I expected him to say, "Let me check the exact clearance on the model you want," and open the manual.

Instead there was a moment's hesitation while he looked toward a car on the showroom floor, and then his voice rang out loud and clear:

"Fourteen inches!"

We had been discussing two-door sedans and trucks hadn't even been mentioned. When I said it couldn't possibly be 14", his only additional comment was that his line had more clearance than the two biggest competitors in that price range.

I asked a Southwestern salesman about the comparative performance of two transmission options in a certain driving situation.

"The factory says . . .," he began.

Since it was six months into the model year, was it too much to expect that he might have driven the cars and had a more definite opinion one way or the other? He had been with the dealership at least 18 months (a friend of mine had bought a '56 from him) and the driving situation about which I asked is a familiar one to anybody living in this part of the country.

Lack of enthusiasm is harder to detail than lack of specific information, but it's obvious to the customer. (Continued on page 72)

Let Radiator Leaks Leak into Profits

COULD you use an extra lump of business each month? Say, enough to pay the shop's rent or pay for a new piece of equipment you have been wanting to install for months?

Then train your quick eye for leaks. The couple of seconds you take to check for anti-freeze leaks, water leaks around the hoses and connections may mean a thousand dollars or more extra volume every month in profitable radiator repairs.

That's how Edward G. Culver, owner of Culver's Garage, Wheaton, Md., figures it. It's training your eye to check on every car coming into the shop, no matter what kind of work it has come in for. December '57 brought \$1,300 in radiator repairs. In the last six months radiator repairs have jumped 30% at this general repairs shop.

After that quick visual checkup,

Culver checks to see if water is low. He follows this up with a pressure test if the water is low. A faulty cylinder head gasket or a radiator leak may account for the

low water. If the water level is okay, then the car has passed his inspection.

"It's a good idea to check while the customer is still with you," he said. "You can point to the leaks, explain that the motor may become overheated, costly damage occur running into \$200 to \$300 when the motor is burned up.

"Most people understand what takes place when anti-freeze runs out, and they are genuinely appreciative that you were quick in spotting the leak. The selling part of the job is not hard, once you've got a stained car to show the cus-



Right: Radiator repairs brought in \$1,300 to the shop in which this employe is shown soldering a seam. **Below:** Garage Owner Culver points out a leak to a customer. He applies pressure gauge to locate it.



tomers."

Culver said nine customers out of ten assent to a radiator job under such a policy.

In the spring and fall, especially, good opportunity exists for finding this work when a garage flushes out the radiator after removing anti-freeze or again in the fall when putting it in.

Culver finds that the best way to get radiator work with the retail trade is right in the shop, looking for it on every car. Though he advertises radiator repairs in church bulletins, local newspapers and civic association clubs, personal contact brings the largest source of business.

He recalled the tune-up job a customer came in for in which he checked the radiator. The car made

(Continued on page 66)

Promoting Shop and Car Sales

KEEP writing your customers. Drop them a personal card or note. Let them know that you are very much interested in how the car they bought from you is performing—or whether the tune-up put new zip into the car.

Don't let it rest there; keep writing. Keep in touch with them regularly, a note every three months, and you will be gratified to know how much they appreciate your unwavering interest. They will think of you first when they want to buy a car or a brake job.

That has been the experience of Olmstead Motors, Inc. (Oldsmobile), in Arlington, Va., where service volume has climbed steadily each year and where direct mail "makes it rare that we lose a customer," according to General Manager Donald E. Peck. Direct mail costs the firm approximately \$1,000 a year.

"I think a good direct-mail program, consistently carried out over the years, can be far more effective than any other formal promotion," he said. "A postcard or letter is a personal address to an individual. His satisfaction, his comfort, are important to your company. This is not the mass appeal of newspaper or radio. This is between you and him."

Peck's company has been in touch with some car owners by mail for as long as 15 years—as long as they remain Oldsmobile customers.

"However, I would like to point out that a good direct-mail program will bring greatest results when it is supplemented by a personal telephone call at regular intervals," he went on. "Mail by itself is impersonal. Both our sales and service departments keep in touch with our customers to learn whether all of their dealings with us have been satisfactory."

"The double check makes the



Top: A customer reads what others think of Olmstead Motors' service. Above: General Manager Donald E. Peck (left) listens with interest as a customer compliments the Olmstead Motors direct-mail program.

loss of a customer a rare occurrence. If not one, then the other catches a customer who is the least bit dissatisfied. Direct mail and telephone calls build repeat business, often new customers, for both sales and service."

Olmstead Motors has the usual 30-, 60- and 90-day follow-up service card that most dealers regard routine. But it also has what it calls a 120-day list. These are customers who have not responded to the postcards and may have

taken their cars elsewhere.

Three service salesmen in their spare time telephone customers. Spending about three quarters of an hour daily, they explain they have noticed the customer's absence from the shop for four months, wondering how the car has been performing and whether they could look the car over during a lubrication.

If the customer is known personally, inquiry is made about the
(Continued on page 110)

It's Motor-Overhaul-Selling Time

By **RICHARD T. McHALE**
Owner, Mate's Garage
Washington, D. C.

Do you find your customers more economy-minded?

Have you noticed them more cautious about putting out money on their cars?

We have.

About two years ago if you told a customer he needed a motor overhaul, he'd sooner trade in his car than put out \$125 for a shop job. The picture changed over a year ago. Money was getting tight then, and there was a bit of unemployment here and there.

By the latter part of '56 we noticed customers listening when we talked motor overhauls. It was they who inquired how much a motor overhaul would cost. By the latter part of '56 we noticed a 25% gain in major motor repairs.

During '57 motor jobs kept climbing. Last year we installed 293 motors (mostly factory-rebuilt) and overhauled in our shop 167. For the first quarter of '58 we have already witnessed a 20% gain over the first quarter of '57.

This tight-money situation is something that an alert shop can capitalize on. I think this trend is going to continue for this year anyway. I think that the shop that takes the trouble to check under the hood every time a car comes in, no matter what it comes in for, is going to see an appreciable gain in motor repairs and motor overhauls.

Road-testing every car is second nature with me. If there's anything I can't stand, it's a car that won't go. When I road-test, I am listening and observing and getting the feel of that motor and how it is performing. If the engine is noisy,

(Continued on page 74)



Top: Every car is road-tested, regardless of what it has come in for, at Mate's Garage. **Center:** Because of the tight-money situation, customers listen when you talk about needed motor overhauls, Garageman Richard T. McHale (left) has found—to his financial satisfaction. **Left:** McHale, reviewing a motor's needs here with a mechanic, estimates five out of ten cars coming into his shop need motor repairs.

**Says Texas Dealer
To Texas Dealers—**

Wholesale Parts Plan Spawns Competition

By HALL E. NALL
(De Soto-Plymouth-GMC Dealer)
Plainview, Texas

WE HAVE allowed ourselves to become chattels of the factory even in our parts and service operations and I say that it is not fundamentally good business!

Through varied and devious ways the factories have tied us tightly to their apron strings and we have been standing still while they did it. Now there are many ways they have done this and we can't hope to cover them all in a short period of time, so let's examine for a few minutes one of these items:

Parts wholesale compensation or parts wholesale incentive rebate.

What is wholesale parts compensation? Some of you might not understand what we are talking about, since only two auto manufacturers are now using this plan, and one of the manufacturers in particular is pushing this plan. This auto manufacturer urges its dealers to sell parts to qualified wholesale users, chiefly independent garages, at the dealer's net cost and then the factory rebates a specified amount to the dealer upon that dealer's written application.

After studying the parts price book and reviewing our own wholesale compensation applications for three years, we find that the average wholesale compensation rebate is 19% of the dealer's net cost. Some items carry more or less rebate or incentive, but bear in mind that the average is about 19%. The factories devised this plan to secure additional parts business from independent garages who were patronizing the wholesale parts jobbers.

While this system has resulted in added parts sales for the factory, it has not added to dealership profits for those dealers who are sell-

ing at their net cost and depending on the wholesale parts compensation for their only profit. These dealers are winding up, after overhead expense, with less net profit from their parts department than they realized before this plan was put in operation.

The increased sales of parts by the factory have resulted in larger investments in parts inventories at the dealer level. It takes more money invested in a dealership to operate profitably today than previously, and wholesale compensation is one of the subtle ways of tying the dealer to the factory's apron strings.

Aside from larger investments in parts stock, what are some of the other detrimental features of wholesale compensation? Our service business has suffered greatly because of the sale of parts at net cost to independent garages.

Let's look at the independent garage picture a moment. Take a West Texas town of 20,000 people as an example and let's see what the by-products of wholesale compensation really are.

In 1953 when wholesale compensation first became a reality there were 23 independent garages in operation in this town. This figure was arrived at with the assistance of the telephone company who furnished the listings for all independent garages in 1953.

Today there are 65 independent garages listed in the telephone directory and advertising in the yellow pages. The increase in independent garages is almost 200% during a time when all business telephone listings increased only 18% in this town.

Now you say, that's a sad picture, but what are you getting at? How

Excerpts from an address on a panel before the recent annual convention of the Texas Automotive Dealers Association. The speaker is a past president of the Plainview Automotive Dealers Association and is president of the Great Plains Auto and Truck Dealers Association, which includes West Texas and Eastern New Mexico. He entered the automobile business after World War II in partnership with L. H. Maggard, a partnership that exists today.

does wholesale compensation enter into this picture? The answer is simple, to the independent operator, and should be to us if we are to analyze the situation in its full light.

Back when the independents were getting 25% discount on their parts it wasn't profitable for a mechanic to quit a dealership and go in business for himself. There simply wasn't enough parts margin for him to make a sufficient profit on. Now, when he can buy genuine factory parts from the dealer at that dealer's net cost, his discount is no longer 25% but averages between 45 and 50%.

The auto dealer is out the overhead necessary to maintain the \$25,000, \$50,000 or the \$100,000 parts stock, and besides will extend him credit for 30 days. Now, it is not only economically profitable for him to be in business for himself but he has, in a roundabout way, the financial backing of the dealer. The dealer stocks parts that turn over only two or three times a year, pays the factory for them, sells them to the independent at cost, on the credit, and waits 30 days or more for his net investment to be returned when the independent pays him, and waits 30 to 90 days for his wholesale compensation payment, his only profit, from the factory.

So these dealers who are selling parts at their net cost to the independents are creating and financing competition for their own service department.

Now we say to ourselves, and to our fellow dealers, this won't last. When these independent boys find out what it takes to pay overhead, buy equipment, carry accounts receivable, keep books and pay taxes, they'll be begging on their knees to go back to work for us. Except in a few isolated cases, this reasoning is proving to be wrong.

For instance, one top mechanic after many years with a General Motors dealer, quit and established
(Continued on page 68)



SOUTHERN JOBBERS and FACTORY MEN

Reorganization Group Reports Progress

"CONTINUED progress with no important disagreement" was reported by the joint reorganization committee of Motor and Equipment Wholesalers Association and National Standard Parts Association following the attendance of all eight members at a meeting at Chicago June 11.

"Legal counsel has been retained to prepare a constitution and by-laws for committee approval and for subsequent submission to the members of NSPA and MEWA for their approval of a newly-formed industry-wide association, and thereafter the dissolution of the existing NSPA and MEWA," said a committee announcement.

The committee reported that "present plans for the new association comprehend both manufacturer and wholesaler divisions with particular provisions for state and regional automotive wholesaler associations to become a part of and have a voice in the administration of the new association."

Edward Gammie of Victor Mfg. and Gasket Co., Chicago, is chairman of the NSPA members on the committee and J. T. Davis of The Motor Parts Co., Corpus Christi, Texas, is chairman of the MEWA members.

Georgia Group Zeros On Insurance Plan

FIRST guns of the under-new-management Georgia Automotive Wholesalers Association are being trained on an insurance program designed to save members more than their annual dues.

Executive Secretary Henry S. Clark, who has assumed his duties after several weeks' illness, announced that this phase of association activities was the first step in a movement toward broad activities into which this former factory executive and well-known manufacturers' representative would lead the group.

"If we are successful in our present plans," he said, "we hope to have an insurance program covering fire extended coverage with

a guaranteed 40% dividend, workmen's compensation with a 40 to 45% dividend, also casualty insurance and later a program of comprehensive medical coverage covering members, associate members, employer and dependents.

"The savings on any part of this proposed insurance program will overpay GAWA members' annual dues."

A fully-equipped office has been set up by Clark in Atlanta.

Patton Opens Own Store In Carthage, Texas

PAT Patton, former manager of The Motor Supply in Carthage, Texas, has opened his own business, Automotive Supply, in that city.

Buddy Strohe, former manager of The Motor Supply in Jefferson, is managing the Carthage operation. Harmon Hester is now manager in Jefferson.

(Aside from articles on next three pages, turn to page 115 for additional Jobber News.)

Pictured unveiling a bronze plaque placed on the historic old Bridge House, which houses the main office and warehouse of Keenan Auto Parts Co. in Albany, Ga., is Miss Jere Keenan, granddaughter of Paul A. Keenan, chairman of the board of the wholesale distributing firm. The marker was erected through the Thronteeksa Chapter of the Daughters of the American Revolution in cooperation with the Georgia His-

torical Commission. The DAR regent, Mrs. Paul Faulk (right), and Henry T. McIntosh (left), editor emeritus of The Albany Herald, assisted in the dedication. The building was erected in 1857 with an archway entrance to a toll bridge. The second floor was a theater known as "Tiff's Hall," which became the town's cultural center. During the War between the States, the huge cellars were converted for a time into packing houses.



Sharp's Sharp Home



Lining the walls in the display department are these attractive tool boards, provided by the manufacturers to merchandise their items.

The Sharp bin arrangement allows space adequate enough to keep all its lines in easy numerical order, all together in specified locations.



Recession talk around Sharp Automotive Supply Co., Chattanooga, Tenn., is fully unwarranted these days, according to President James C. Parker, who, above, basks in his new private offices containing curved glass wall, indirect lighting, imported Italian marble fireplace, private bath and shower and year-round air conditioning. Sharp's new location is 125' by 185', with a 60' by 185' parking lot. An old building with high ceilings, the new quarters have unlimited "stacking" areas.



This rambling, yet neat-as-a-pin customer counter, above, has permanently licked the old jam-up-at-rush-hour problem. In the machine shop, below, the presence of the high ceilings facilitated installation of chain-hoist equipment, allowing less strenuous handling of heavy engines.



With Two-Way They Can Sell Faster,



This private tower rises 120' over the Robertson and King building.

By Baron Creager
Southwestern Editor

"ONE truck equipped with two-way radiotelephone is the equal of one and a half trucks without such equipment."

This is Yancey Robertson speaking. He and Harvey King operate the automotive wholesaling business, Robertson and King Motor Supply, Dallas, Texas.

In April of 1957 this firm installed radiotelephones in four of six half-ton pickup trucks, with four similar instruments located at convenient points along the 60' counter, and in 12 months these results were noted:

1.—Service improved to such a degree that without solicitation, customers made highly favorable comment.

2.—Over-all sales volume increased by about 7½%.

3.—This increase overflowed to the counter, where it was necessary to increase counter salesmen from four to five.

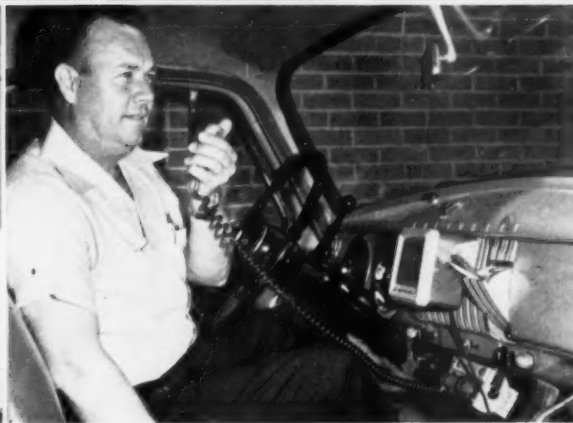
4.—Deliveries without radiotelephone had averaged 20 to 35 per day per truck for five trucks, for a total of about 135 daily. Four trucks now average 40 deliveries each per day for a total of 160.

5.—By retiring one truck and holding it "in the hole," or in reserve, the firm saved \$7,200 for the year, which more than paid complete cost of all radio installations.

The saving is probably more than that, thinks Robertson, explaining:

"By this time, without radio equipment, we would be using
(Continued on page 112)

These four radiophone-equipped trucks make more deliveries and give more service than previously possible with five trucks not equipped. At bottom left Yancey Robertson, using conventional phone, relays information from customer to his partner, Harvey King, who is in contact with driver by radiophone. At bottom right Robertson, who is president of the Southwest Show, illustrates use of phone inside truck.



Radiophones

Better Customer Service

"WE GIVE two-hour service," said Darrell D. Randolph, speaking for Brake and Clutch Service of Dallas, Texas.

"That's a complete brake job. Exchange or reline eight shoes, turn four drums, fit each pair of shoes to its individual drum. Two hours after the customer calls us the job is complete and back to the customer. Of course, we often do much better than that. Two

hours is standard."

He was asked: What would you do without two-way radiotelephones in those five trucks? How many trucks would you need without radio?

Randolph and his partner, Clyde M. Keithly, exchanged glances. In this exchange there was apprehension, as if both dreaded the thought.

"Seven," said Randolph. "At

These are the five two-way, radiophone-equipped trucks of Brake and Clutch. All bear the firm's name and address because Darrell D. Randolph considers this good advertising. At bottom left are Head Councerman and Dispatcher Hurshel Gant at microphone and, at right, Ronald Butler. Note timing on blackboard at the rear. At bottom right are Clyde M. Keithly, left, and Randolph, who are partners in the firm.



The Brake and Clutch transmitting tower climbs well into the sky.

least seven trucks."

"And we would be in a state of sweat and confusion," Keithly added. "It would be an awful mess." He wagged his head dolefully.

Brake and Clutch serves most of Dallas County, operating within a radius of about ten miles, catering to fleets, new-car dealers, independent garages and service stations. There is not much automotive emphasis on the clutch side of the business, which is mostly industrial.

In the automotive field, emphasis is all on service.

"We have to give service," Randolph continued. "That is the basis of our reputation. We have the reputation of giving the best service in Dallas.

"We must have service, for we don't even have an outside sales-
(Continued on page 93)



SERVICE and MAINTENANCE

In-the-Plymouth Servicing of Powerflite and Torqueflite

LET'S look at Powerflite and Torqueflite in-the-car tests and adjustments as applied to Plymouth.

These transmissions, like all automatics, require very little attention if the external adjustments are made as directed.

Tests and adjustment procedure for Powerflite:

Powerflite hydraulic pressure tests:

Line pressure:

The engine must be at operating temperature when checking pressures. Remove the 1/8" pipe plug from the line pressure take-off hole located on the front left side of the transmission, as shown in

Fig. 1, for location of plug. Install a 300psi pressure gauge C-3292 at this point. Refer to chart for correct line pressures.

Throttle pressure:

Remove the 1/8" pipe plug from the throttle pressure take-off hole located on the right hand side of the transmission, as shown in Fig. 2, for correct location of plug. Install 100psi pressure gauge C-3292 at this point. Operate engine at speeds shown on throttle pressure chart.

Caution: To prevent overheating of transmission and torque converter, do not hold throttle wide open for more than a few seconds when making throttle pressure



By E. M. Lowery
Technical Editor

Line Pressure Chart

Selector Position	Rear Wheels	Engine RPM	Line Pressure
R	Free to Turn	1600	250psi
N		800	90psi
D	Brakes Applied	800	90psi
L	Brakes Applied	800	90psi

Throttle Pressure Chart

Selector Position	Brakes	Throttle	Engine RPM	Throttle Pressure
D	Applied	Closed	450	14psi
D	Applied	Wide Open	1500	90 psi

Governor Pressure Chart

Selector Lever Position	Wheels	Car Speed 6-Cyl.	8-Cyl.	Governor Pressure
D	Free to Turn	12-14	13-16	15psi
D	Free to Turn	19-23	23-26	45psi
D	Free to Turn	41-48	55-62	60psi

check.

Governor pressure:

Remove the 1/8" pipe plug from the governor pressure take-off hole located on the lower left side of the output shaft support (see Fig. 1) for correct location of this plug. Refer to governor pressure chart for correct pressures.

Direct clutch pressure:

Before checking direct clutch pressure, check line pressure, since any deviation in line pressure directly affects clutch pressure. Then, remove the 1/8" pipe plug from direct clutch pressure take-off hole located at the bottom of the kick-down servo boss on the right side of the transmission. See Fig. 2 for correct location of plug.

Connect a 300psi pressure gauge C-3293 at this point. With rear wheels free to turn, accelerate engine slowly until an upshift occurs. During the upshift, the pres-

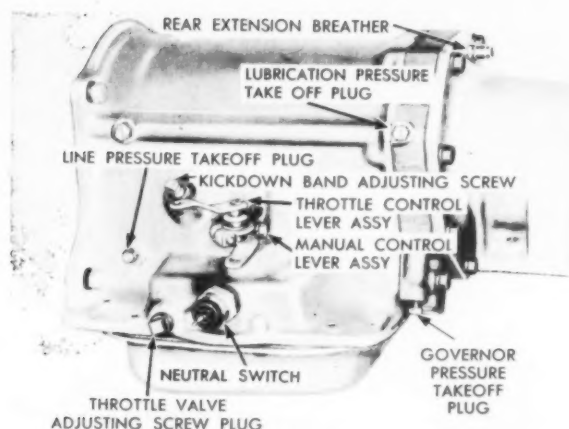


Fig. 1—View showing left side of transmission.

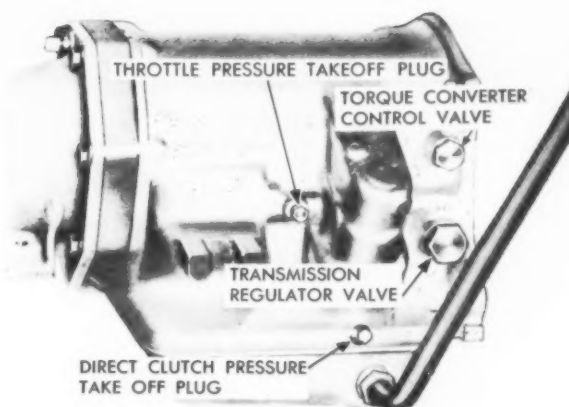


Fig. 2—View showing right side of transmission.

sure should rise rapidly from 0 to 90psi in one and a half to two seconds.

With an engine speed of not less than 650rpm and transmission upshifted, the direct clutch pressure should read within 10psi of line pressure.

Powerflite linkage and band adjustments:

Pushbutton controls and linkage:

Mechanical connection between the pushbutton unit and the manual control valve is obtained through the use of a single push-pull cable. One end of the wire cable is secured to the cable actuator in the speed range selector unit on the instrument panel. The other end enters the transmission case to engage the manual control valve assembly.

The pushbutton control is as simple to service as it is to operate. The pushbutton control unit requires no lubrication. The adjustment is easily made at the transmission end of the cable. The transmission end of the cable housing enters the transmission case and is sealed at this point with a rubber "O" ring. The cable housing is protected with a rubber cover.

Cable removal—pushbutton end:

To remove the cable at the pushbutton unit end, remove the three bezel attaching screws, then remove the bezel and pushbuttons. Remove the two hex nuts holding the pushbutton unit to the instrument panel and remove pushbutton unit from rear of the instrument panel. The cable bracket is held by two screws to the pushbutton unit. A hairpin clip secures the cable to the actuator bar.

Cable removal — transmission

end:

Remove throttle adjustment hole plug and allow transmission fluid to drain off to level of hole. Remove neutral starter switch to provide access to the cable lock spring. Remove cable bracket screw and bracket. Insert screwdriver (or similar tool) through neutral switch hole. Push gently on projecting portion of cable lock spring and pull outward on cable (see Fig. 3).

Installation—transmission end:

When installing the cable in the transmission, be sure the cable is fully extended by pushing the low (L) button. With the cable extended, the housing will enter the transmission case the proper distance, preventing damage or possible displacement of the "O" ring if the housing was inserted too far. Push the cable into the cable adapter as far as it will go; pull outward on the cable to make sure it is securely locked in the adapter. Push the low (L) button in the full length of its travel and hold in this position.

With the low (L) button held in, push the control cable into the adapter in the transmission as far as it will go. Withdraw the cable slightly to make sure the low-range detent is fully seated. The panel control and the transmission are now both in low range. Lock the cable in place by tightening the

cable bracket screw, being careful not to move the cable. (see Fig. 4).

Cable adjustment—without removal:

Loosen the cable bracket screw (the cable bracket screw hole is elongated for adjustment). Have someone hold the low (L) speed pushbutton in its full length of travel to remove backlash from the cable actuator. Carefully position the cable bracket in the cable bracket recess on the cable and tighten screw.

Check operation of pushbuttons to insure correct adjustment (see Fig. 5).

Caution: Make sure the control cable housing is not moved in or out during the tightening of the bracket as the backlash will be disturbed.

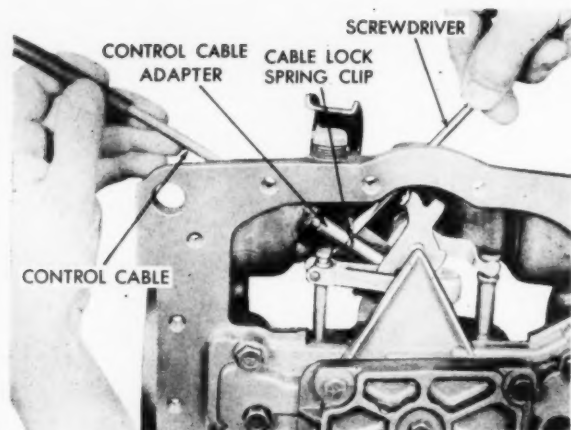
Reverse blocker valve:

A hydraulic valve located in the valve body prevents the transmission from being shifted into reverse range when the car is traveling forward at speeds about 10mph.

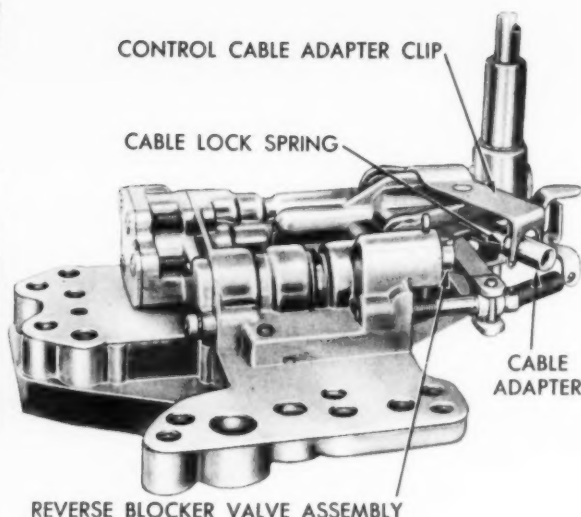
The blocker valve is connected to the governor pressure line and is held in by a spring. As the car's speed reaches 10mph governor pressure builds up enough to overcome the spring and moves the valve pin outward. This extension of the blocker valve serves as a stop and prevents the detent plate from moving into the reverse range

August: Engine Valves

The importance of performing a valve job correctly—as well as how to do it—in order to get maximum power and fuel economy will be laid out next month by Ed Lowery.



Above: Fig. 3—Removal of control cable.
Right: Fig. 4—Control cable adapter and reverse blocker valve.



position by engaging a projection on the detent plate.

Throttle linkage and pressure adjustments:

Adjustments are made in the engine compartment. However, the linkage should always be checked for possible binding by checking at the throttle lever on the transmission to make sure the lever returns freely to its stop.

When throttle linkage is properly adjusted, pressing the accelerator pedal causes a simultaneous increase of engine speed and throttle pressure. To obtain this relationship, throttle pressure as well as throttle linkage should be checked.

Move the selector lever in neutral. Apply parking brake firmly. Start the engine and bring to normal operating temperature. Make sure that the carburetor is

not on fast-idle cam. Adjust engine idle to 475 to 500rpm. Stop engine.

Arrange tachometer leads for use under the car. Start engine, then raise car on hoist. Remove the throttle oil pressure take-off plug ($\frac{1}{8}$ " pipe) located between the reverse and kickdown servos on the right side of the transmission. Connect 100psi throttle gauge C-3292. There will be no oil pressure at this plug when transmission is in neutral.

Move the gearshift control lever on transmission one detent toward the front of the car to put the transmission in drive range. Disconnect the throttle linkage at the transmission throttle control lever and operate the throttle control lever several times by hand. Pressure should return to 13 to 15 psi with throttle lever returned to its stop. If it does not, adjust as

follows:

Remove the ($\frac{3}{8}$ " pipe) throttle valve adjusting screw plug on the left side of the transmission. About one quart of fluid may drain out. Using throttle adjusting screw wrench C-3279A, adjust the throttle pressure to 14psi (see Fig. 6). Turn the screw counter-clockwise to increase pressure; clockwise to decrease. Shift the transmission several times between neutral and drive.

Pressure should return to 14psi when the lever is returned to drive. If it does not, repeat the adjustment. Re-install the plug and tighten to 20 to 25 foot pounds.

After throttle pressure is adjusted, adjust the throttle control linkage as follows:

V-8—throttle linkage adjustment:

The throttle linkage adjustment

Fig. 5—Control cable bracket.

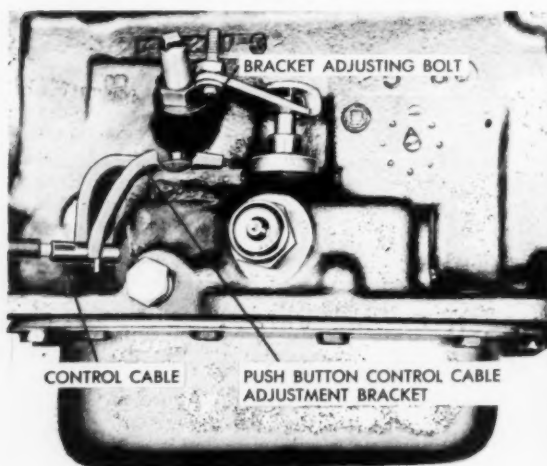
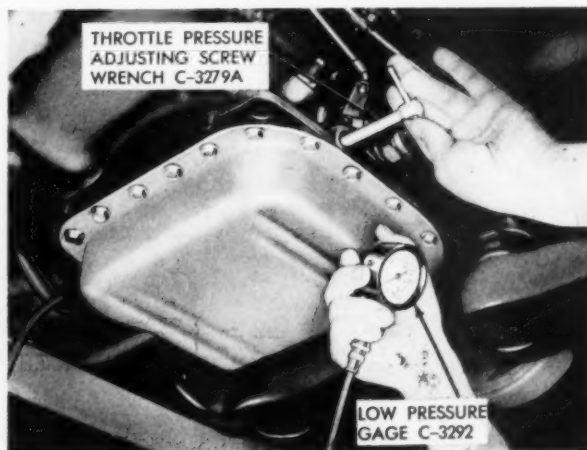


Fig. 6—Adjusting throttle pressure with wrench C-3279A.



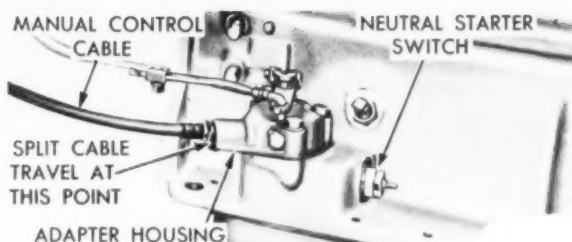
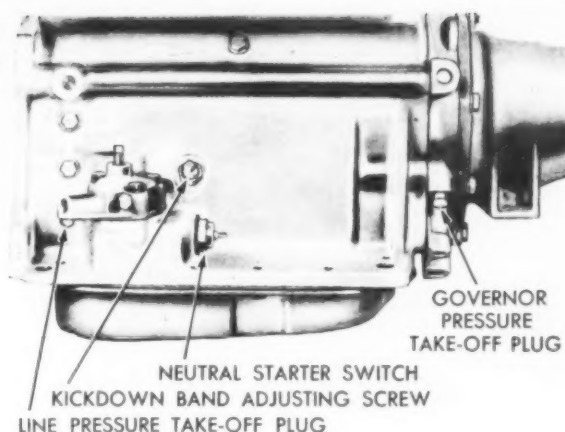


Fig. 7—Manual control cable adjustment.
Right: Fig. 8—Transmission case (left side).



is made on the throttle control rod. Loosen the clamp nut on the throttle control rod and slide the rear part of the rod toward the rear of the car to take up all slack. Then tighten the clamp nut. Be sure carburetor is "off" the fast idle cam.

Important: One of the most important adjustments is the connection between the two parts of the throttle control rod. They should be so connected that movement of the accelerator pedal will cause a simultaneous increase of engine speed and throttle pressure.

Six cylinder — throttle linkage adjustment:

Loosen the vertical clamp rod and adjust the carburetor lever rod to provide 5 7/16" distance between the anchor points of the throttle return spring. Then with the engine idling (off fast idle), take up slack at the vertical rod and tighten the clamp nut.

After adjustments are made, move the gearshift control lever on transmission one detent toward rear of the car to put the trans-

mission into neutral. Remove the pressure gauge and reinstall the plug. Tighten 10 to 12 foot pounds.

With engine idling and transmission in neutral check transmission lubricant level. Add sufficient automatic transmission fluid type A to bring the level up to the "low" mark. As operating temperature increases, normal expansion of fluid will raise the level from the "low" mark to the "full" mark.

Kickdown band adjustment:

Working from beneath the car, use a box wrench to loosen locknut, and back off at least four turns. Adjust screw and tighten to 60 to 72 inch pounds, using special torque wrench C-3380. With chalk, mark a reference point on the adjusting screw and transmission case, then back off adjusting screw exactly three turns. Hold screw stationary and tighten locknut.

Reverse band adjustment:

Drain transmission and remove oil pan. Remove reverse band adjusting screw locknut and tighten adjusting screw to 20 to 25 inch pounds, using special tool C-3380. Mark a reference point and back off adjusting screw 10 turns. Hold adjusting screw, replace locknut and tighten to 30 to 35 foot pounds. Replace oil pan and refill transmission with type "A" automatic transmission fluid.

Road-testing:

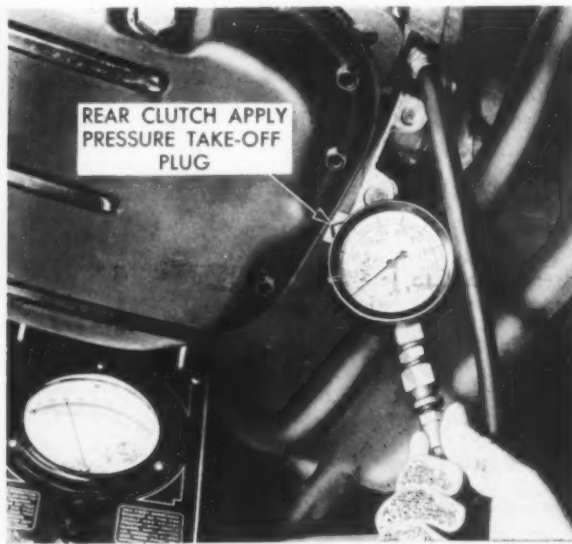
The following procedures will provide a step-by-step method of checking the transmission for proper operation such as panel control positions, smoothness of upshift and downshift, throttle linkage adjustment, kickdown shifting and reverse operation.

1.—Move panel control through all positions.

Fig. 9—Checking line pressure.



Fig. 10—Rear clutch apply pressure tap location.



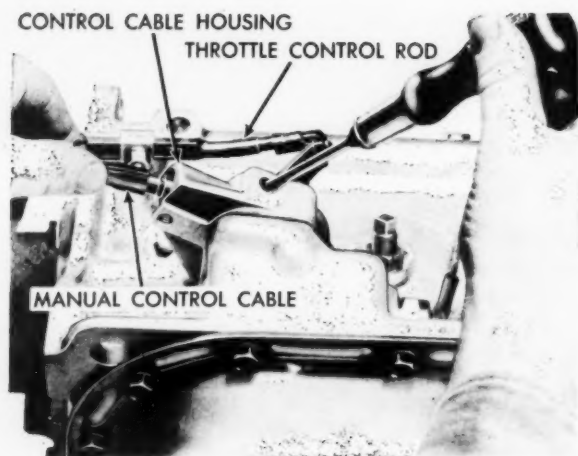


Fig. 11 — Releasing manual control cable spring lock.

2.—With panel control in neutral, start the engine.

3.—Move the panel control to reverse, noting the speed and the smoothness of the shift. Back car up.

4.—Attach an electric tachometer to the engine. Move panel control to drive, checking speed and smoothness of engagement. Apply both handbrake and footbrake and check for band slippage at wide-open throttle. Do not hold at wide-open throttle for longer than a few seconds.

5.—Accelerate the car at very light throttle. The transmission should upshift at 13 to 18mph.

6.—Slow the car to approximately 15mph. Then go quickly to wide-open throttle (without going into kickdown). Check for possible clutch slippage. The transmission should not downshift at this time.

7.—Make a kickdown at 15 to 20mph.

8.—Release the accelerator to approximately half throttle so that the transmission upshifts at 25 to 30mph.

9.—Make a kickdown at 30 to 40mph. Release the accelerator to closed throttle (six-cylinder).

10.—Make a kickdown at 45mph. Release the accelerator to closed throttle (V-8 cylinder).

11.—At 40 to 50mph move the panel control to low. The transmission should downshift.

12.—Move panel control back to drive at approximately 20mph. (The transmission will upshift.) Coast to a stop. The transmission should downshift at 10 to 12mph.

Procedure for Torqueflite adjustments and tests:

Pushbutton control cable—adjustment:

The procedure for adjusting the

manual control cable for proper operation of manual lever is as follows:

Reverse button must be depressed and held all the way in during the adjustment. Loosen cable lock clip screw at transmission, push the cable in until it stops, then release the cable. Tighten the cable clip screw, making sure cable housing is not forced in or out during adjustment (see Fig. 7).

To check for proper adjustment, push the various pushbuttons, return to neutral each time while checking the starter operation. Engine should start only when neutral button is depressed.

Throttle linkage adjustment:

Proper adjustment of the transmission throttle linkage is very important for proper operation of the transmission. Therefore, the following procedure should be very carefully performed:

Four-barrel:

1.—With engine at operating temperature and adjusted to 475 to 500rpm, loosen throttle linkage adjusting nut on rod from bellcrank to intermediate throttle control.

2.—Hold light preload rearward on rod so that throttle valve lever is against the stop in the transmission.

3.—Tighten throttle adjusting nut.

4.—Adjust accelerator pedal rod by removing pedal to accelerator shaft rod at the pedal arm. Loosen locknut and turn ball and socket end of rod in the direction required to adjust the pedal so that wide-open throttle is obtained when the pedal is depressed just down to the floor mat, but not compressing it.

Two-barrel:

All operations are the same as the four-barrel, except that, since there is no intermediate throttle control assembly, adjustment is made on the bellcrank to carburetor rod.

Transmission band adjustments: Kickdown band (front):

The kickdown band adjusting screw is located on the left side of the transmission case, as shown in Fig. 8. Using a $\frac{3}{4}$ " wrench, loosen the locknut. Check the freeness of the adjusting screw in the transmission case. If free, use inch-pound torque-wrench, tool C-3380 (with extension C-3583).

Because of the added leverage afforded by extension C-3583, set the clock device on the indicator at 47 to 50 inch pounds, then tighten adjusting screw to this torque (disregard multiplication factor notation on extension C-3583).

Backing the Adjusting Screw

Using a reference mark of chalk or colored pencil on the corner of the adjusting screw square and the transmission case, back the adjusting screw out exactly $3\frac{1}{2}$ turns. (Cars equipped with 350 cu. in. engines, $2\frac{1}{4}$ turns).

While holding the adjusting screw stationary, tighten the locknut from 35 to 40 foot pounds torque.

If band adjustment is made with transmission removed from vehicle (using wrench, tool C-3380—without special extension C-3583) the adjusting screw should be torqued from 70 to 75 inch-pounds torque.

Low-reverse band:

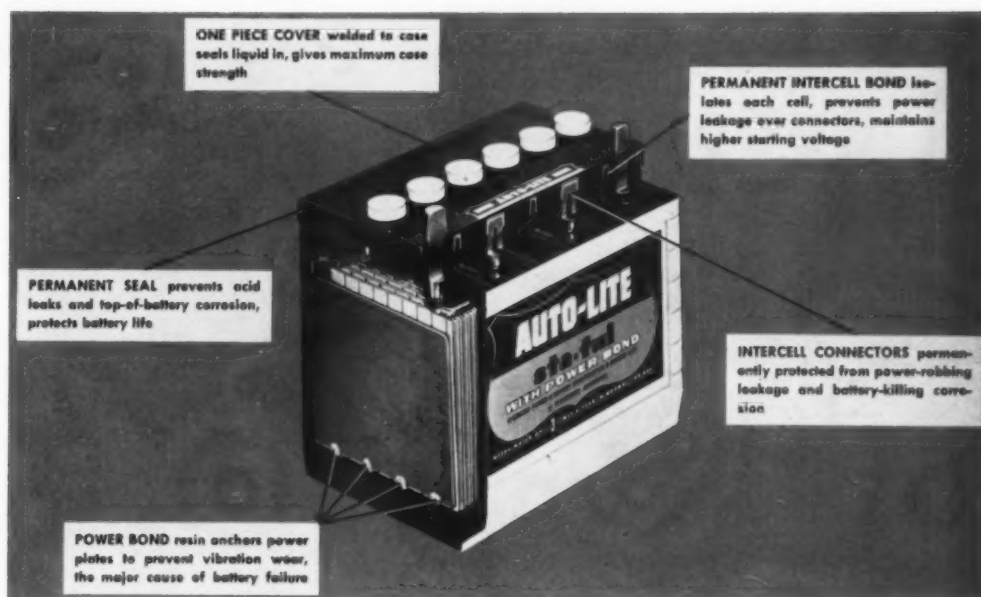
The low-reverse band adjusting screw is located on the right side of the transmission case. Using a $\frac{3}{4}$ " wrench, loosen the locknut. Check the freeness of the adjusting screw in the transmission case. If free, use inch-pound torque wrench, tool C-3380 (with extension C-3583).

Because of the added leverage afforded by the extension C-3583, set the click device on the indicator at 47 to 50 inch pounds, then tighten adjusting screw to this torque (disregard multiplication factor notation on extension C-3583).

Using a reference mark of chalk or colored pencil on the corner of the adjusting screw square and the transmission case, back the adjusting screw out exactly $2\frac{5}{8}$ turns.

While holding the adjusting screw stationary, tighten the locknut from 35 to 40 foot-pounds torque. If band adjustment is made

(Continued on page 87)



Longer-Lasting Battery

A BATTERY that "eliminates mechanical failure in even the most severe service" has been developed and is being marketed by The Electric Auto-Lite Co.

It is new battery engineering concept based on the development of a one-piece battery construction with complete resistance to the effects of severe service abuse.

Named the Auto-Lite Sta-Ful with Power Bond, it carries a 50-month guarantee. Owners will receive a personal guarantee card that will be honored by Auto-Lite battery dealers anywhere in the world.

Significance of this battery to car owners, Auto-Lite reported, is that it eliminates the power-robbing affects of rough road, railroad

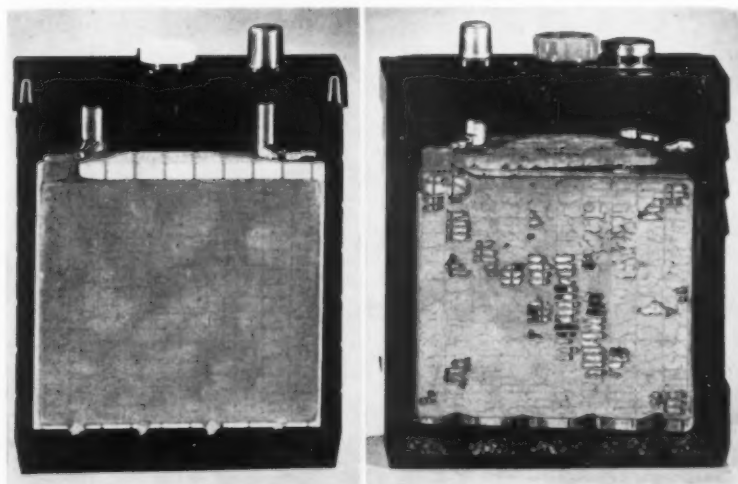
crossing, unusual service and normal driving vibrations that shorten the life of the conventional automotive battery. This development, according to Auto-Lite, is the most significant in the industry "since batteries were taken from the runningboard and put under the hood."

Auto-Lite comparison tests showed that the construction completely eliminated plate-destroying vibration as a cause of battery failure. Ordinary batteries subjected to vibration tests in the Auto-Lite laboratories failed after 55 hours of testing. The new battery showed no damage after 1,000 hours of identical testing. Auto-Lite cited a specially developed seal that welds the plates and battery case into a rigid shake-proof unit to prevent mechanical failure.

Engineering features include a one-piece cover welded to the case for maximum case strength; a permanent seal that prevents acid leaks and resultant corrosion; a special resin that anchors power-producing plates to prevent their destruction by vibration and a permanent intercell bond that isolates each cell and maintains higher starting voltage.

Another first for the new battery (Continued on page 111)

Internal effects of vibration are revealed in cross-section of the new battery (left) and ordinary battery after a laboratory breakdown test. Former showed no damage after 1,000 hours, while the ordinary battery failed because of the vibration damage after 55 hours of vibration.





BODY SHOP OPERATIONS

Rattle Chasing and Top Caring

By E. M. Lowery
Technical Editor

GONE today—back tomorrow. Those are the type of body noises that are most aggravating to the owner and the mechanic. They also prove expensive and time-consuming. (Later in this article we'll also take up care of the convertible top fabric.)

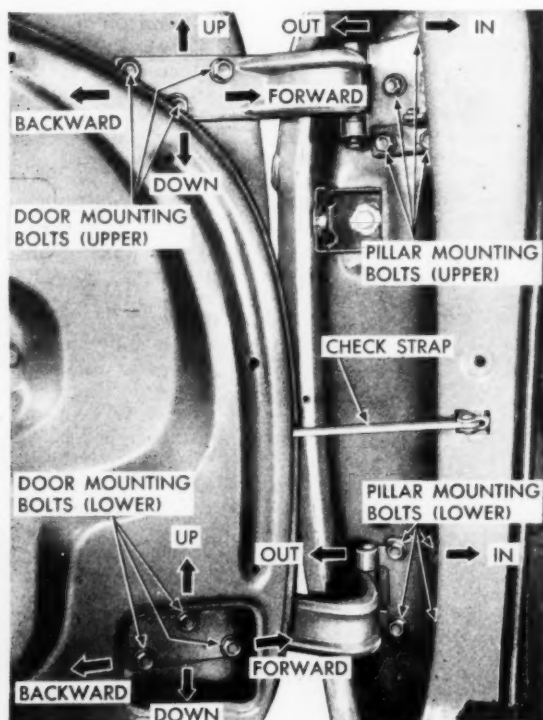
Most of us can recall many occasions when we have ridden with an owner for miles trying to find a noise that just wouldn't show up.

We recall a case where an owner had brought his car in for a general tightening and rattle elimination. The job was completed, road-test-

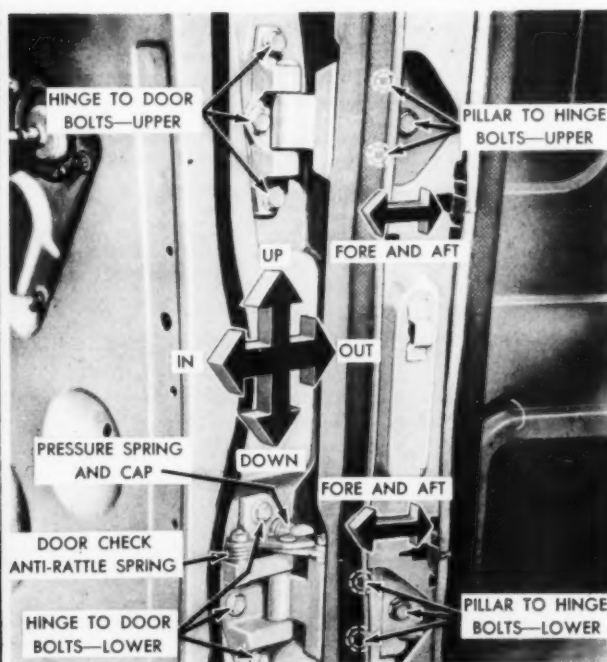
ed and okayed by the tester.

The very next morning the owner called and said the job was noisier than before he had brought it in—didn't think we had done any work on it. When he had cooled off, he was asked to return the car to the shop. He was too busy to return it, so that called for a pick-up-and-delivery.

The car was brought in and another road-test was made. Sure enough, there was a loud rumble-like noise in the rear of the car (this had not been there the day before). The noise was recognized as the flexing of the metal in the gas tank. On the previous day, after the owner had left the shop, he had stopped at his service station and had the tank filled with gas. The car, being one of current production, was equipped with a thin, flat-type gas tank. These tanks, unless reinforced or insulated, will flex and cause noise when filled with gas.



Left: Fig 1—Typical front door hinges.
Below: Fig. 2—Typical rear door hinges.

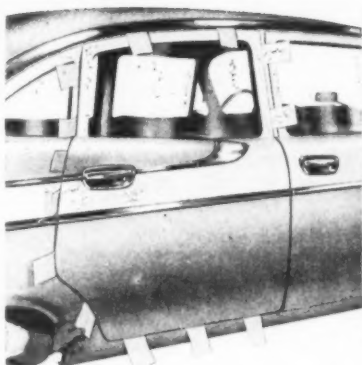


We can also recall many cases where there are various "pops" and squeaks when the car is cold, but which disappear when everything warms up. This is due to the contraction and expansion of the various metals and materials of which the unit is constructed.

Many such noises are caused by one section of vinyl plastic rubbing against another section. This usually can be eliminated by the application of a light coat of silicone at points of contact. A regular body tune-up will prevent most of these annoying noises and will make the car safer, preserve its appearance and actually reduce the cost of maintenance during the life of the car.

The following steps are suggested as a guide for regular body tune-up and maintenance:

- 1.—Ding out and repair all metal damage.
- 2.—Touch-up or refinish where required.
- 3.—Replace all damaged moldings.
- 4.—Replace all cracked, fogged, or chipped glass.
- 5.—Cement all loose weatherstrips which are still usable.
- 6.—Replace all door and deck lid weatherstrips unfit for service.
- 7.—Align hood, doors and deck lid as may be necessary. Lubricate hinges and catches. (See Figs. 1 and 2).
- 8.—Check all openings for water leaks and seal where necessary (Fig. 3).



Left: Fig. 3—Checking seal of door.



Right: Fig. 4—Tightening body bolts with torque wrench.

9.—Tighten door checks and striker plates. Lubricate with stainless lubricant.

10.—Adjust glass in run channels and lubricate regulators where needed.

11.—Lubricate door locks and lock cylinders.

12.—Check windshield wiper mechanism and install new blades if needed.

13.—Tighten sill plate and garnish molding screws.

14.—Tighten body bolts to proper torque specifications.

15.—Clean the seats, door trim panels and headlining.

16.—Vacuum the interior thoroughly and wash the car.

17.—Polish the car if paint has chalked or faded.

Eliminating rattles:

Most rattles are caused by a loose bolt or screw. Foreign objects such as nuts, bolts or small pieces of body deadener in the door wells, pillars and quarter panels are often the source of rattles. Door wells can be checked by carefully striking the underside of the door with a rubber mallet. The impact made by the mallet will indicate if loose objects are in the door well.

All bolts and screws should be tightened immediately after the first 1,000 miles of vehicle operation. Regular body bolt inspection and tightening should be performed during all the years of usage (Fig. 4). In the event tightening the bolts and screws located on such assemblies as the doors, hood and deck lid does not eliminate the rattles, the trouble is probably caused by misalignment. If this is the case, follow the adjustment and alignment procedures for these assemblies.

Rattles and squeaks are sometimes caused by weatherstripping and anti-squeak material that have slipped out of position. Apply additional cement, or other adhesive, and install the material in the proper location.

Exterior cleaning:

The outside finish should be frequently washed. Never wipe the painted surfaces with a dry cloth. Dusting the finish when it is dry tends to rub the dust and dirt into the baked enamel and leaves a sandpaper effect on the surface.

To keep the finish bright and attractive and eliminate the necessity of using polish, wash the vehicle whenever it has accumulated a moderate amount of dirt and road film. If the finish does become dull and unattractive, it may be restored to its original brilliancy

"I hope we moved the seat back far enough."



SOUTHERN AUTOMOTIVE JOURNAL

August: Door Vents

Door vent service, including the removal, servicing and replacing various types of door ventilators, will take up Editor Lowery's time in this department next month.

by applying cleaners and/or polishes.

Care of convertible top fabric:

Proper care of the top material will reduce the possibility of water stains, mildew, or shrinkage. Do not fold the top if it is damp. Always use the convertible vinyl boot to keep the top material clean and dry when the top is in the lowered position.

The rear window slide fastener should be lubricated at least once a year with stick wax.

Use the top compartment behind the rear seat back only for storage of the top. The storage of other items not only interferes with the proper operation of the top, but also may damage or stain the top material.

Top material that has become faded should be treated with a top dye (except vinyl-coated material). Top dye not only restores the original color of the top but it also preserves the material and acts as a sealer.

Washing rayon fabric top:

The rayon top material should be cleaned and washed at least once every two months or as necessary to prevent fine particles of dust and grit from becoming embedded in the fabric. The removal of embedded dirt particles would require hard scrubbing and a stronger soap solution which could damage the surface of the fabric.

Before washing the rayon fabric top, remove all loose dirt with a soft brush or vacuum cleaner.

Wash the rayon top with warm or cold water and a mild soap powder. Stubborn stains or spots that will not come off with mild soap and water should be removed with interior trim cleaner. After washing the top, rinse it thoroughly with clean water to remove all of the soap.

Remove excess moisture from the cleaned fabric with an absorbent cloth, allow the fabric to dry, then brush it.

Application of top dye:

Top dye is available to bring back the color of a faded top and help preserve the rayon fabric against moisture.

Before applying a top dye, clean

the loose dirt and film from the fabric with a brush or vacuum cleaner. Wash the fabric lightly with an interior trim cleaner. Allow the top to dry thoroughly. Top dye may be applied with a good paint brush; however, a spray gun is recommended. *Caution:* Do not use top dye near an open flame.

If a brush is used, stir the dye thoroughly and, if necessary, thin the dye with enamel or lacquer thinner before brushing. For spraying, reduce the viscosity by adding one part enamel or lacquer thinner to two parts top dye. The body should be covered before spraying.

Apply top dye in the same manner as applying paint to the body. One coat of top dye is usually sufficient. However, an additional coat may be added if the top is badly faded. If an additional coat is to be added, allow the top to dry 15 to 20 minutes between coats.

Keep the car in direct sunlight, or in a warm, dry place, for at least 12 hours after applying top dye. Do not fold the top for at least two days.

If top dye falls on the body, it should be wiped off immediately with a cloth soaked in turpentine.

Vinyl-coated top:

The vinyl top may be washed each time the car is washed. Clean the material with a mild soap and lukewarm water. A badly soiled top may be cleaned with interior trim cleaner. If the interior trim cleaner will not remove spots, a household abrasive cleaner may be used sparingly. Do not use an abrasive cleaner that contains a bleaching agent. Be sure to rinse the top thoroughly with clean water after washing.

Do not use a cleaning fluid that is not recommended for vinyl material because damage to the top may result.

The vinyl coating becomes tacky at approximately 180°. When making paint repairs, be sure to protect the top material from heat and paint thinners.

Interior cleaning:

Remove dust and dirt from the upholstery on floor covering with a broom or a vacuum cleaner. Vinyl

and woven plastic trim that is dusty can usually be cleaned with a damp cloth.

Dirty or stained upholstery may be cleaned with interior trim cleaner. This cleaner may be used on leather, plastic, vinyl, imitation leather, fabric upholsteries, rubber mats and carpeting. Be sure to follow the directions on the cleaner container.

Chevy Convertible Top Wrinkle Removal

THIS bulletin on removing wrinkles from convertible top came last month from Chevrolet Division:

If wrinkles are encountered in the rear quarter area of the folding top trim assembly, they usually can be removed by merely loosening the trim stick attaching bolts in the affected area and moving the trim sticks with the attached trim assembly until the wrinkles disappear. Then retighten trim stick attaching bolts and recheck appearance of top material.

In severe cases, the amount of movement allowed by the elongated holes in the trim stick may not be adequate to satisfactorily remove the wrinkles. In such cases, it will be necessary to detach the top material from the trim sticks, at the affected area, reposition the top material in relation to the trim sticks and retack the top material. Install the trim sticks, with the attached trim material, using only enough bolts to check the installation. After the trial installation shows all wrinkles removed, it will be necessary to remove the trim bolts to allow access for sealing the old tack holes, the new tack heads and the trim stick attaching bolt holes. Use 3M convertible top sealer, or equivalent, for all re-sealing operations.

Powerglide Disassembly Draws Chevy Caution

THIS caution came from Chevrolet Division last month in a bulletin:

Improper Powerglide disassembly procedure can cause a bent manual valve and manual valve inner lever. To prevent this, the manual valve should be moved into the position that places it as far as possible into its bore. On 1958 models, this means placing the manual selector lever in "Low" before separating the two case sections. On past models, the proper position is "Reverse."

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in business. They can be depended on for sufficient wholesale and retail credit, and more important, the local people work hand-in-glove with us on our day-to-day sales problems. Our sales people are trained to talk up the house plan from the moment they start with a prospect. We've found it pays off."



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1958 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	ENGINE					FLUID CAPACITIES							WHEEL ALIGNMENT		
		Front	Rear		Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qt.)	Transmission (Std.) (Pl.)	Transmission (Alt.) (Pl.)	Rear Axle (Pl.)	Fuel Tank (Gals.)	Cooling System (H. Water) (Qt.)		Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special Series 40 and Century Series 60	122	59.5	60	V8I	4.125x3.4	54	F	364	G	5	N	24	6	20	16.5		-45°	+22	1/8 to 1/8
BUICK Super Series 50, Roadmaster 70 and Limited 700	127 1/2	59	61	V8I	4.125x3.4	54	300@4000	364	10-1	5	N	H	6	20	16.5		-45°	+22	1/8 to 1/8
CADILLAC Sedan 6239, Sedan DeVille 6239D, Sedan 6239E, Coupe 6237D and Conv. 6267	129 1/2	61	61	V8I	4x3.625	51.2	310@4800	365	10.25-1	5	N	23	5	20	19.6		-1 1/2 to -1 1/2	0 to 1 3/8	1/8 to 1 3/8
CADILLAC Conv. Biarritz 6267S and Coupe Seville 6237S	129 1/2	61	61	V8I	4x3.625	51.2	335@4800	365	10.25-1	5	N	23	5	20	19.6		-1 1/2 to -1 1/2	0 to 1 3/8	1/8 to 1 3/8
CADILLAC Sedan 6039, Sedan 7533 and Sedan 7523	J	61	61	V8I	4x3.625	51.2	310@4800	365	10.25-1	5	N	23	5	20	19.6		-1 1/2 to -1 1/2	0 to 1 3/8	1/8 to 1 3/8
CHEVROLET 6, Delray, Biscayne and Bel Air	117 1/2	58.8	58.8	6L	3.56x3.94	30.4	145@4200	235.5	8.25-1	5	2	10	4	20	16 1/4		+1 1/2 to +1 1/2	0 to 1	1/8 to 3/8
CHEVROLET 6, Delray, Biscayne, Bel Air 283 Cu. In.	117 1/2	58.8	58.8	V8I	3.875x3	48	185@4600	283	9.5-1	4	2	X	4	20	16 1/4		+1 1/2 to +1 1/2	0 to 1	1/8 to 3/8
CHEVROLET 6, Delray, Biscayne, Bel Air 348 Cu. In.	117 1/2	58.8	58.8	V8I	4.125x3.25	54.5	250@4400	348	9.5-1	4	2	X	4	20	16 1/4		+1 1/2 to +1 1/2	0 to 1	1/8 to 3/8
CHEVROLET Corvette	102	57	59	V8I	3.875x3	48	230@4500	283	9.5-1 1/2	5	2	9	4	16.4	16		2.25	0 to 1	0 to 3/8
CHRYSLER Windsor and Saratoga	122	60.9	59.8	V8I	3.94x3.63	49.7	P	354	10-1	4	2.75	21	3.5	23 1/2	21		B	C	1/8 to 1 1/8
CHRYSLER New Yorker and 300D	126	61.2	60	V8I	4x3.90	51.2	Q	392	10-1	5	2.75	21	3.5	23 1/2	24		B	C	1/8 to 1 1/8
CHRYSLER Imperial	129	61.8	62.4	V8I	4x3.90	51.2	345@4600	392	10-1	5	N	21	3.5	23 1/2	24		B	C	1/8 to 1 1/8
CONTINENTAL	131	61	61	V8I	4.30x3.70	59.17	375@4800	430	10.5-1	5	N	21	4	22	28		0 to -1 1/2	0 to +3/8	.12 to .18
De SOTO Firewasp	122	60.9	59.8	V8I	4.06x3.38	52.7	280@4600	350	10-1	4	N	20	3.5	20	16		B	C	1/8 to 1 1/8
De SOTO Firestorm	126	60.9	59.8	V8I	4.12x3.38	54.3	295@4600	361	10-1	4	N	21	3.5	23 1/2	16		B	C	1/8 to 1 1/8
De SOTO Fireflite	126	60.9	59.8	V8I	4.12x3.38	54.3	305@4600	361	10-1	4	N	21	3.5	23 1/2	16		B	C	1/8 to 1 1/8
De SOTO Adventurer	126	60.9	59.8	V8I	4.12x3.38	54.3	345@5000	361	10-1	4	N	21	3.5	23 1/2	16		B	C	1/8 to 1 1/8
DODGE Coronet 6	122	61.4	61	6L	3.25x4.63	25.4	138@4000	230	8-1	5	2.75	20	3.25	20 1/2	13		A	E	1/8 to 1 1/8
DODGE Coronet Custom Royal	122	61.4	60.2	V8I	3.69x3.80	43.3	252@4400	325	8.5-1	5	2.75	D	3.5	20 1/2	20		A	E	1/8 to 1 1/8
DODGE Custom Royal Sta. Wagon	122	60.9	59.8	V8I	4.06x3.38	52.7	295@4600	350	10-1	4	2.75	D	3.5	20 1/2	20		A	E	1/8 to 1 1/8
DODGE D-500 Power Pkg.	122	61.4	60.2	V8I	4.12x3.38	54.3	305@4600	361	10-1	4	2.75	D	3.5	20 1/2	20		A	E	1/8 to 1 1/8
EDSEL Ranger and Pacer	118.4	59.44	59	V8I	4.05x3.50	52.49	303@4800	361	10.5-1	5	3.25	23.7	5	20	18.5		0 to 1	1/8 to 1 1/8	.03 to .12
EDSEL Corsair and Citation	124.05	59.38	59	V8I	4.20x3.70	56.45	345@4600	410	10.5-1	5	N	25.1	5	20	22		0 to 1 1/2	0 to 3/8	.08 to .18
FORD 6 Custom 300 Fairlane	116.03	59	56.4	6L	3.62x3.8	31.54	145@4200	223	8.6-1	4	3	21.5	5.5	20	19		0 to 1	1/8 to 1 1/8	1/8 to 1 1/8
FORD 6 Fairlane 500	118.04	59	56.4	6L	3.62x3.8	31.54	145@4200	223	8.6-1	4	3	21.5	5.5	20	19		0 to 1	1/8 to 1 1/8	1/8 to 1 1/8
FORD 6 Custom 300	116.03	59	56.4	V8I	3.75x3.3	45	205@4500	293	9-1	5	3	20	5.5	20	19		0 to 1	1/8 to 1 1/8	1/8 to 1 1/8
FORD 6 Fairlane	118.04	59	56.4	V8I	4x3.3	51.2	265@4600	332	9.5-1	5	3	20	5.5	20	19		0 to 1	1/8 to 1 1/8	1/8 to 1 1/8
FORD 6 Fairlane 500	118.04	59	56.4	V8I	4x3.5	51.2	300@4600	352	10.2-1	5	3	20	5.5	20	19		0 to 1	1/8 to 1 1/8	1/8 to 1 1/8
LINCOLN Capri Coupe, Landau Sedan, Premiere Coupe and Landau	131	61	61	V8I	4.20x3.70	59.17	345@4800	430	10.5-1	5	N	21	4	22	26		0 to -1 1/2	0 to +3/8	.12 to .18
MERCURY Monterey	122	59.4	59	V8I	4.3x3.30	59.17	312@4600	383	10.5-1	5	3.5	21	5	20	20.5		-0°30' to -2°	-0°10' to -0°35'	1/8 to 3/8
MERCURY Montclair	122	59.4	59	V8I	4.3x3.30	59.17	330@4600	383	10.5-1	5	3.5	21	5	20	20.5		-0°30' to -2°	-0°10' to -0°35'	1/8 to 3/8
MERCURY Park Lane	125	59.4	59	V8I	4.3x3.30	59.17	360@4600	430	10.5-1	5	3.5	23	5	20	20.5		-0°30' to -2°	-0°10' to -0°35'	1/8 to 3/8
OLDSMOBILE Dynamic 88	122.5	59	58	V8I	4x3.689	51	265@4400	371	10-1	4	2.5	22	5.25	20	20		0 to -1	-1/8 to +1/8	0 to .12
OLDSMOBILE Super 88	122.5	59	58	V8I	4x3.689	51	305@4600	371	10-1	4	2.5	22	5.25	20	20		0 to -1	-1/8 to +1/8	0 to .12
OLDSMOBILE 98	126.5	59	58	V8I	4x3.689	51	305@4600	371	10-1	4	2.5	22	5.25	20	20		0 to -1	-1/8 to +1/8	0 to .12
PACKARD Hawk Supercharged	120 1/2	57.1	56.1	V8I	3.56x3.63	40.6	275@4800	289	7.8-1	5	NA	19	3	18	17		-1 to -2 1/2	0 to +1	1/8 to 3/8
PLYMOUTH Plaza, Savoy and Belvedere 6	118 1/2	60.9	59.6	6L	3.25x4.63	25.3	132@3600	230	8-1	5	2.75	20	3.25	20 1/2	13		B	C	1/8 to 1 1/8
PLYMOUTH Plaza, Savoy and Belvedere 8	118	60.9	59.7	V8I	3.91x3.31	48.9	225@4400	318	9-1	5	2.75	D	3.5	20 1/2	20		B	C	1/8 to 1 1/8
PLYMOUTH Fury	118	60.9	59.7	V8I	3.91x3.31	48.9	200@5200	318	9.25-1	5	2.75	D	3.5	20 1/2	20		B	C	1/8 to 1 1/8
PLYMOUTH Golden Commando	118	60.9	59.7	V8I	4.06x3.38	52.7	305@5000	361	10-1	4	2.75	D	3.5	20 1/2	16		B	C	1/8 to 1 1/8
PONTIAC Chieftain and Super Chief	122 1/2	58.8	59.4	V8I	4.06x3.56	52.8	240@4500	370	8.6-1	5	N	18.4	5.5	20	21.2		-1 1/2 to 1 1/2	+1 1/2 to 1 1/2	0 to .082
PONTIAC Star Chief and Bonneville	124 1/2	58.8	59.4	V8I	4.06x3.56	52.8	255@4500	370	8.6-1	5	N	18.4	5.5	20	21.2		-1 1/2 to 1 1/2	+1 1/2 to 1 1/2	0 to .082
RAMBLER American	100	54.6	53	6L	3 1/2 x 4 1/4	23.44	90@3600	185.6	8-1	4	1.5	20	3	20	11		+1/4	0 to +1/2	1/8 to 3/8
RAMBLER 6	108	57.75	58 1/2	6L	3.125x4.25	23.44	127@4200	185.6	8.7-1	4	1.5	20	3	20	10		0 to +1 1/2	+1/4	1/8 to 3/8
RAMBLER Rebel V6	108	57.75	59 1/2	V8I	3.5x3.25	39.2	215@4900	250	8.7-1	4	2.25	20	3	20	20		0 to +1 1/2	+1/4	1/8 to 3/8
RAMBLER Ambassador	117	57.75	59 1/2	V8I	4x3.25	51.2	270@4700	327	9.7-1	4	4	22	4	20	19		0 to +1 1/2	+1/4	1/8 to 3/8
STUDEBAKER Scotsman 6	116 1/2	57.2	56.2	6L	3x4.38	21.6	101@4000	185.6	7.8-1	5	2.3	N	2.5	18	11		-1 to -2 1/2	0 to +1	1/8 to 3/8
STUDEBAKER Champion 6	116 1/2	57.2	56.2	6L	3x4.38	21.6	101@4000	185.6	7.8-1	5	2.3	N	2.5	18	11		-1 to -2 1/2	0 to +1	1/8 to 3/8
STUDEBAKER Commander 8 and Provincial Station Wagon	116 1/2	57.1	56.1	V8I	3.56x3.25	40.6	190@4500 1 1/2	259.2	8.3-1	5	3.8	18	3	18	17		-1 to -2 1/2	0 to +1	1/8 to 3/8
STUDEBAKER President 8	120 1/2	57.1	56.1	V8I	3.56x3.63	40.6	225@4500	289	8.3-1	5	3.8	18	3	18	17		-1 to -2 1/2	0 to +1	1/8 to 3/8
STUDEBAKER Silver Hawk 6	120 1/2	57.1	56.1	6L	3x4.38	21.6	101@4000	185.6	7.8-1	5	2.3	N	2.5	18	11		-1 to -2 1/2	0 to +1	1/8 to 3/8
STUDEBAKER Silver Hawk 8	120 1/2	57.1	56.1	V8I	3.56x3.63	40.6	210@4500 1 1/2	289	8.3-1	5	3.8	18	3	18	17		-1 to -2 1/2	0 to +1	1/8 to 3/8
STUDEBAKER Golden Hawk 8 Supercharged	120 1/2	57.1	56.1	V8I	3.56x3.63	40.6	275@4800	289	7.8-1	5	NA	19	3	18	17		-1 to -2 1/2	0 to +1	1/8 to 3/8

- 1.—Station wagon 22.
2.—Town and Country 22.
3.—18.25-1 with fuel injection and special cam.
4.—Station wagon 17.
5.—Suburban 22.
6.—All station wagons 122.
7.—Station wagon 22.
8.—Super Chief 124.
9.—Bonneville 122.
10.—Alpette 8.

- 11.—Power steering +1/4 to +1.
12.—195@4500 with 4bbl. carb.
13.—225@4500 with 4bbl. carb.
A.—Power steering +1/4 to +3/4. Manual +1/4 to +1/2.
B.—Power steering +1/4 to +3/4. Manual +1/4 to +1/2.
C.—Left +1/4, right 0.
D.—Powerflite 20, Torqueflite 18.
E.—Left prefer 1/4. Right prefer 0.
F.—Special 250@4400, Century 300@4800.
G.—Special 9.5-1, Century 10-1.

- H.—Super 24, Roadmaster and Limited 25.
I.—Valve-in-head.
J.—6039 133" and others 149 1/2".
L.—L-head.
N.—None.
NA.—Not announced.
P.—Windsor 290 and Saratoga 310, both at 4800.
Q.—New Yorker 345@4600, 300D 380@5200.
X.—Powerglide 9, Turboglide 7.

REDUCE REFRIGERANT CHARGING TIME TO MINUTES!

EARN
MORE
MONEY

SERVICE
MORE
CARS



**PORTABLE
CHARGING
DOLLY**

OR

**MOBILE
SERVICE AND CHARGING
PANEL WITH
CONTROL CONSOLE**

COMPACT!

MOBILE!

**REQUIRES NO
INSTALLATION!**

OFFERS:

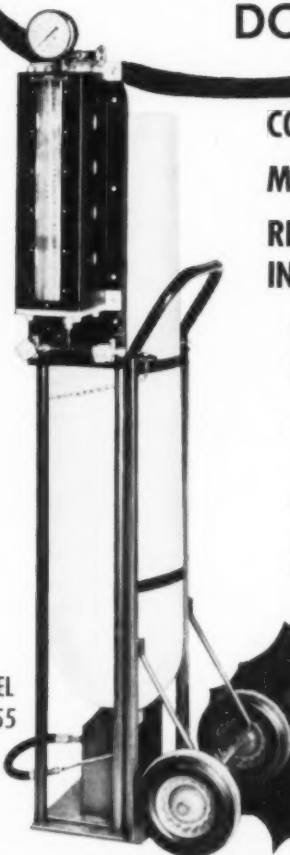
- Mobility and Versatility
- Rapid, Time-Saving Charging
- FREON MEASURING TUBE with capacity of 40 liquid ounces
- Easy Handling of Freon Cylinders up to 145 lbs.
- Pressure Gauges
- Heavy-Duty, Rubber-Tired, Dolly

ASSURES PRECISION EVACUATING AND CHARGING OF ALL AUTOMOBILE AIR CONDITIONERS

COMPLETE WITH:

- Hermetically Sealed Vacuum Pump
- 10-LB. FREON MEASURING TUBE for precision visible charging and measuring calibrated in 1-oz. graduation. Allows exact charging to manufacturers specifications.
- MOBILE CABINET WITH CONTROL CONSOLE, scientifically designed. Accommodates Freon cylinders up to 145 lbs. Finished in white enamel.
- PRESSURE RELIEF VALVES, PRESSURE GAUGES, SAFETY GUARDS AND PANEL LIGHTING

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RS-255



ONLY
\$165⁰⁰

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VISUALLY MEASURES A PRECISION CHARGE OF REFRIGERANT WITH LABORATORY ACCURACY



MODEL RV-50

ONLY
\$395⁰⁰

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DALLAS, TEXAS

**BOTH UNITS NOW AVAILABLE
FOR PROMPT DELIVERY**

ALLSTADT MANUFACTURING COMPANY

DIVISION OF Ira C. Allstadt Company

GENERAL OFFICES: 1922 SOUTH AKARD • DALLAS 15, TEXAS, U.S.A.

Manufacturers of a complete line of Automotive Air Conditioning Service Equipment and Packaged Freon 12 Refrigerant in Disposable 1-lb. Cans.

1958 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bat.	FUEL SYSTEM		VALVES				
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (ozs.)	Ignition Timing	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance Max. Centrif.	Spark Advance Max. Vac.		Cap. & Ter. Grd.	Carb. Mfg.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens h or a/c	
BUICK Special Series 40	12.5-17.5	30	10-23	5°bte	VD	30-35	24-28@3750	21@12"	70N		Ca-RP	5½-6½	Au	Au	25°bte	
BUICK Century Series 60	12.5-17.5	30	10-23	5°bte	VD	30-35	24-28@3750	21@12"	70N		Ca-RP	5½-6½	Au	Au	34°bte	
BUICK Super 50, Roadmaster 70 and Limited 700	12.5-17.5	30	10-23	5°bte	VD	30-35	24-28@3750	21@12"	70N		Ca-RP	5½-6½	Au	Au	34°bte	
CADILLAC Sedan 6239, Sedan De Ville 6239D, Sedan 6239E, Coupe 6237D and Conv. 6267	16	30	10-23	5°bte	VD	35	15@2000	14½@24"	70N		RP	5½-6½	Au	Au	30°bte	
CADILLAC Conv. Biarritz 6267S and Coupe Seville 6237S	16	30	10-23	5°bte	VD	35	15@2000	14½@24"	70N		Ca	5½-6½	Au	Au	39°bte	
CADILLAC Sedans 6039, 7533 and 7523	16	30	10-23	5°bte	VD	35	15@2000	14½@24"	70N		Ca	5½-6½	Au	Au	39°bte	
CHEVROLET 6 Delray, Biscayne and Bel Air	16-21	30	10-23	te	FW	35	26@3500	15@8½"	53N		RP	3½-4½	Au	Au	10½°bte	
CHEVROLET Delray, Biscayne and Bel Air 283 Cu. In.	16-21	30	10-23	4°bte	VD	35	28@3750	15@15½"	53N		RP	4-5½	Au	Au	12½°bte	
CHEVROLET Delray, Biscayne and Bel Air 348 Cu. In.	16-21	30	10-23	4°bte	VD	35	24@4600	15@15½"	53N		Ca-RP	4-5½	Au	Au*	29°42'	
CHEVROLET Corvette	18	29	10-23	4°bte	VD	35	28@3700	15@15½"	53N		Ca	4½-5½	Au*	Au*	12½°bte	
CHRYSLER Windsor and Saratoga	15-18	27-32	17-20	X	VD	35	18-22@4200	20-24@16"	60N		BB-Ca	6-7	Au	Au	13°bte	
CHRYSLER New Yorker	15-18	36-40	17-20	6°bte	VD	35	18-22@4800	20-24@16"	60N		BB-Ca	6-7	Au	Au	15°bte	
CHRYSLER 300D	15-18	36-40	17-20	6°bte	VD	35	11-15@2100	20-24@16"	60N		BB-Ca	6-7	15	24	35°bte	
CHRYSLER Imperial	15-18	36-40	17-20	6°bte	VD	35	18-22@4800	20-24@16"	60N		Ca	6-7	Au	Au	18°bte	
CONTINENTAL	15	26-28.5	17-20	6°bte	VD	32	26.5@4000	23@17.5"	70N		Ho	5-6	Au	Au	27°bte	
De SOTO Firesweep, Firedome and Fireflite	15-18	27-32	17-20	6°bte	VD	35	18-22@4000	23-29@16.5"	60N		BB-Ca	6-7	Au	Au	15°bte	
De SOTO Adventurer	15-18	27-32	17-20	8°bte	VD	35	18-22@4000	23-29@16.5"	60N		BB-Ca	6-7	Au	Au	20°bte	
DODGE Coronet Standard 6	18-22	39±3	17-20	2°bte	VD	35	15-19@3600	17-21@16"	50N		St	6-7	10	10	12°bte	
DODGE Coronet Custom Royal	15-22	27-32	17-20	6°bte	CaP	35	16-20@3300	20-24@14"	50N		St-Ca	6-7	Au	Au	10°bte	
DODGE D500, Custom Royal and Custom Sierra	15-22	36-40	17-20	8°bte	VD	35	18-22@4000	23-29@16.5"	50N		Ca	6-7	Au	Au	15°bte	
EDEL Ranger and Pacer	14-16	26-21.5	17-20	7°	VD	32-36	16@3800	12@16"	55N		D	5-6	Au	Au	17°bte	
EDEL Corsair and Citation	14-16	26-28.5	17-20	7°	VD	32-36	21@4000	16@15"	55N		Ho	5-6	Au	Au	27°bte	
FORD 6 Custom 300 Fairlane	24-26	35-38	17-20	T	VD	32-36	23@4000	28.5@6"	55N		Ho	4-5	19	19	17°bte	
FORD 8 Fairlane 500	24-26	35-38	17-20	T	VD	32-36	23@4000	28.5@6"	55N		Ho	4-5	19	19	17°bte	
FORD 8 Custom 300	14-16	26-28.5	17-20	W	VD	32-36	29@4000	23@15"	55N		D	5-6	19	19	18°bte	
FORD 8 Fairlane	14-16	26-28.5	17-20	W	VD	32-36	22@4000	23@15"	55N		D	5-6	26	26	21°bte	
FORD 8 Fairlane 500	14-16	26-28.5	17-20	W	VD	32-36	22@4000	23@15"	55N		E	5-6	26	26	21°bte	
LINCOLN	15	26-28.5	17-20	6°bte	VD	32	26.5@4000	23@17.5"	70N		Ho	5-6	Au	Au	27°bte	
MERCURY Monterey	14-16	26-28.5	17-20	4°bte	VD	32-36	21.5@4000	22@17"	55N		Ho	5-6	Au	Au	34°bte	
MERCURY Montclair	14-16	26-28.5	17-20	7°bte	VD	32-36	21.5@4000	22@17"	55N		Ho	5-6	Au	Au	34°bte	
MERCURY Park Lane	14-16	26-28.5	17-20	7°bte	VD	32-36	24@4000	22@16"	55N		Ho	5-6	Au	Au	27°bte	
OLDSMOBILE Dynamic 88 and 98	16	28-32	19-23	5°bte	VD	30	22-26@4400	18.5-21.5@16"	70N		RP	5-6	Au	Au	16°bte	
PACKARD Hawk	13-18	28-34	10-23	4°bte	VD	33-38	24@2000	16@12"	50N		St	6-7	A	A	11°bte	
PLYMOUTH Savoy, Plaza and Belvedere 6	18-22	39±3	17-20	2°bte	CaP	35	15-19@3600	17-21@16"	50N		BB	6-7	10	10	12°bte	
PLYMOUTH Savoy, Plaza and Belvedere 8	15-18	27-32	17-20	10°bte	CaP	35	16-20@4600	23.5-26@16"	50N		St	6-7	12	18	8°bte	
PLYMOUTH Fury	15-18	36-40	17-20	8°bte	CaP	35	14-18@2000	18-23@18"	50N		St	6-7	12	18	17°bte	
PLYMOUTH Golden Commando	15-18	36-40	17-20	8°bte	VD	35	18-22@4000	23-29@16.5"	50N		Ca	6-7	Au	Au	15°bte	
PONTIAC Chieftain and Super Chief	16	28-32	19-23	6°bte	CaP	33-38	30@4600	21.5@13"	53N		RP	Ca	5½-6½	Au	Au	22°bte
PONTIAC Star Chief and Bonneville	16	28-32	19-23	6°bte	CaP	33-38	30@4600	21.5@13"	53N		Ca	5½-6½	Au	Au	30°bte	
RAMBLER American	16	28-35	19-23	3°bte	VD	33-37	12-16@4000	13@11"	45N		Ca	4-5½	16	18	10°bte	
RAMBLER 8	16	28-35	19-23	5°bte	VD	33-37	20-24@4200	23@17"	45N		Ca	4-5½	12	16	12½°bte	
RAMBLER V8	16	28-32	19-23	5°bte	VD	33-37	34-38@4000	25@15"	50N		Ho	4-5½	12	14	12½°bte	
RAMBLER Ambassador	16	28-32	19-23	5°bte	VD	33-37	34-38@3800	22@16"	60N		Ho	4-5½	Au	Au	12½°bte	
STUDEBAKER Scotlman 8, Champion 8 and Silver Hawk 8	20	38-40	17-20	2°bte	VD	28-33	14@2800	18@12"	50N		Ca	3½-5½	C	C	15°bte	
STUDEBAKER Champion 8, Silver Hawk 8, and Commander Provincial	13-18	28-34	19-23	4°bte	VD	33-38	24@2400	16@12"	50N		St	3½-5½	A	A	11°bte	
STUDEBAKER President 8	13-18	28-34	19-23	4°bte	VD	33-38	24@2400	16@12"	50N		Ca*	3½-5½	A	A	11°bte	
STUDEBAKER Golden Hawk 8 Supercharged	13-18	28-34	19-23	4°bte	VD	33-38	24@2400	16@12"	50N		St	6-7	A	A	11°bte	

ABBREVIATIONS

*—Mechanical tappets: Int. .012, Exh. .018.

A—23-25 hel.

Au—Automatic.

▲—20°bte special cam.

▲—With dual carbs. 20-24@4800 with one 4bbl. carb.

▲—Optional camshaft: used with mechanical tappets, 35°bte.

▲—4bbl.

BB—Bal. and Bal.

bte—Before top center.

C—16 cold.

Ca—Carter.

CaP—Crankshaft pulley.

D—Ford or Holley.

E—Ford or Carter.

FW—Flywheel.

Ho—Holley.

N—Negative.

NA—Not announced.

RP—Rochester Products.

St—Stromberg.

T—4°bte Std. or O. D. Trans.

8°bte Automatic Trans.

te—Top dead center.

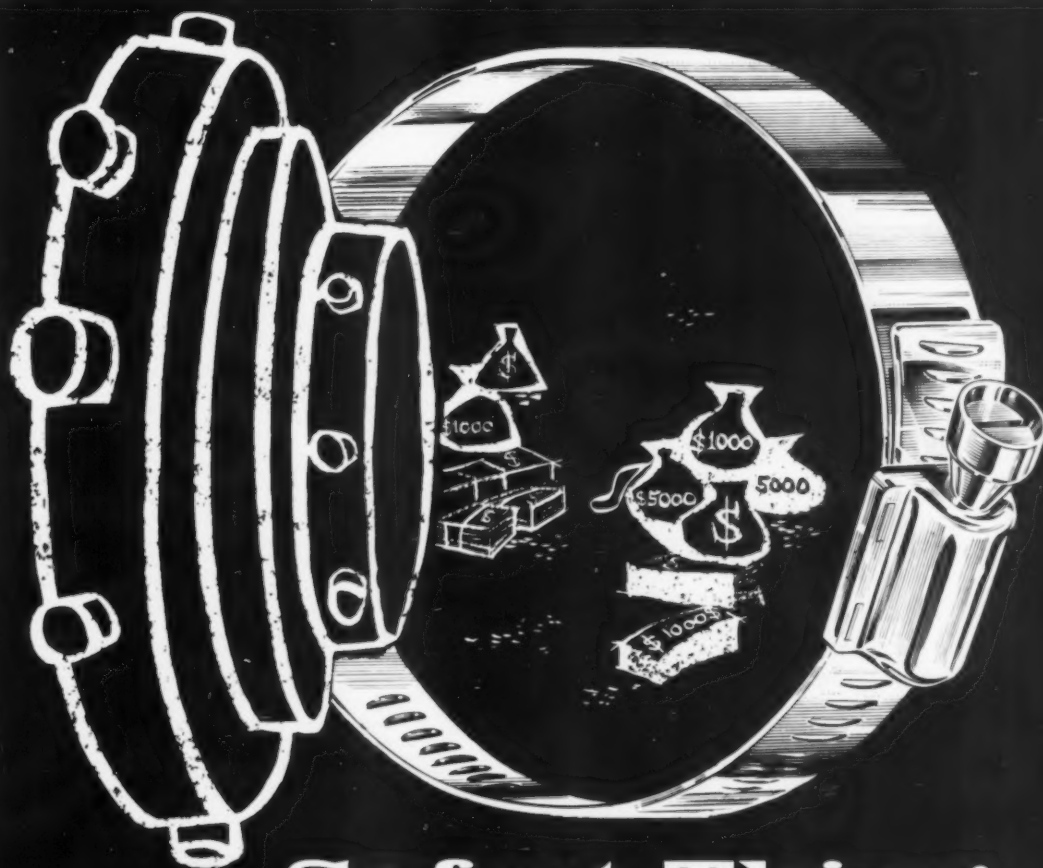
VD—Vibration damper.

W—3°bte Std. or O. D. Trans.

8°bte Automatic Trans.

X—Windsor 8°bte.

Saratoga 8°bte.



Safest Thing IN HOSE CLAMPS

*AERO-SEAL HOSE CLAMPS take mere seconds to install...and
they're your safest bet for superior performance.*

*AERO-SEALS pioneered the precision worm gear that provides tighter seals...
they refuse to let go under severest vibration.*

*Stainless steel band of 302-18-8 is stronger, more corrosion resistant,
tightens with uniform pressure that will never pinch or cut hose.*

AERO-SEALS can be used again and again, too! Available in a complete size range.

*Demand the brand that means top quality and
top profits...demand genuine AERO-SEALS.*

For added quick-attach
advantage:



Aero-Seal

REGULAR WORM GEAR HOSE CLAMPS

BREEZE CORPORATIONS INC., 700 LIBERTY AVENUE, UNION, NEW JERSEY

Mechanic tells jobber salesman why...

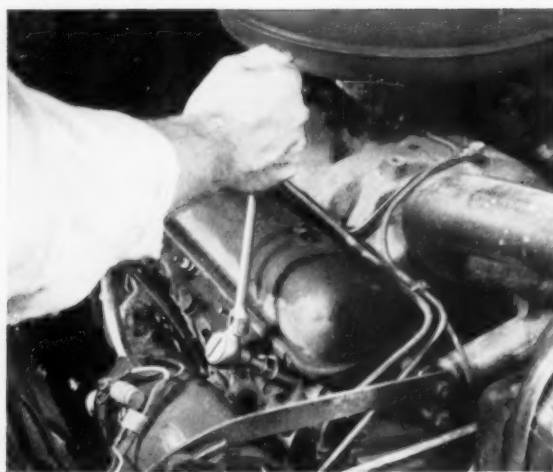
"I wouldn't give up my Champion



1. "My Plug-Master was only \$4.25 with an assortment of 50 Champion plugs," said the mechanic, "but I wouldn't sell it for \$100, if I couldn't replace it. The way this flex-handle bends back to clear obstacles makes this wrench the greatest spark plug tool I've ever seen!"



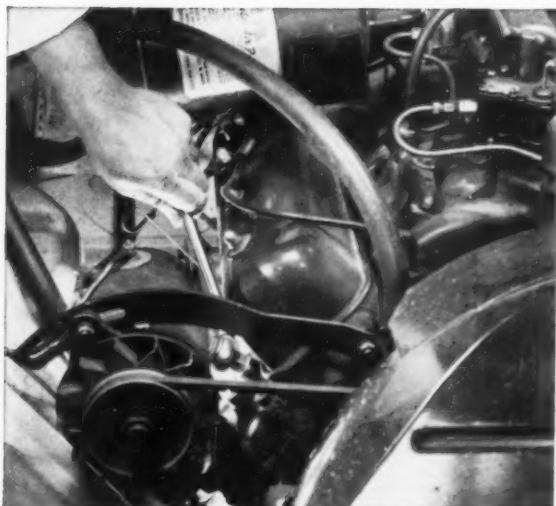
2. "Look at those knuckles! Not a new mark on 'em since I started working with my Plug-Master. Used to be always banging and burning them when I had to work down inside. But no more. The Plug-Master is a knuckle's best friend!"



3. "With my Champion Plug-Master I can work out in the open. See how this flex-handle bends back to clear the valve cover on this job so I can keep my hands up here without worrying about what happens when I free a stubborn plug. But that's not all."

World's favorite spark plug—engineered for every car built by Ford, General Motors, Chrysler, American Motors, Studebaker-Packard, and every major foreign maker.

Plug-Master wrench for 100 bucks"



4. "You mean there's more?" asked the salesman. "Sure. Like the time I save by not having to remove generators, filters and power equipment on most jobs. See how it gets at this plug buried behind the generator," explained the mechanic.



5. "It's like a '2 for 1' deal. I save so much time on some jobs that I can just about put in two Champion Spark Plugs in the time it used to take for one." "That's great for profits," said the salesman. "I'm going to sell everyone a Plug-Master assortment!"



6. "Start by selling the boss two more. Bill and Joe want their own Plug-Masters — and we can sure use more Champions. Do all your customers a favor," the mechanic suggested, "and sell them Plug-Master assortments — because Champion has the right tool and right plug for every car."

● The "Plug-Master" ratchet wrench is available from your wholesaler in any one of four assortments of 50 fast-moving Champion plug types. (One for the over-all car market, others specifically selected for Ford Motor Company, General Motors, or Chrysler Corporation cars.) Packaging in these assortments enables you to obtain this new wrench at the low price of \$4.25."

The "Plug-Master" has a hinge joint that permits 30° handle travel forward or backward. Full 12-tooth ratchet engagement. Only 6° handle travel required for next bite. Popular 3/8" square drive fits most spark plug sockets and extensions. Ratchet shift reverses easily — has positive-locking action.

*Suggested dealer price for wrench only. Assortment of 50 Champion plugs at regular dealer price. (Minimum dealer price established by Fair Trade Agreements in Fair Trade States.)

DEPENDABLE 5-RIB

CHAMPION

SPARK PLUGS



CHAMPION SPARK PLUG COMPANY • TOLEDO 1, OHIO

Readers are invited to contribute to—SHOP TALK—

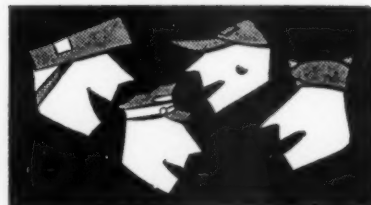
HOW YOU GONNA KEEP 'EM?

How are you gonna keep 'em—your good employees, that is—once you get 'em trained?

Here's what W. V. "Buster" Curry, a Freeport, Texas, Ford dealer, who started in the automobile business as a mechanic 27 years ago,

told the recent convention of the Texas Automotive Dealers Association:

"Several years ago my employees organized an employee club, including all employees. They elect a president, vice-president and secretary-treasurer every six months. I am a member but do not hold of-



A column of informal comments about the automotive trade and its problems.

ACME

presents a **COMPLETE** line
of **TIRE GAUGES**

No. 505
Tractor tire pencil gauge. Calibrated 5 to 50 lbs. in 1 lb. units.

No. 509
Professional tire pencil gauge. Calibrated 5 to 50 lbs. in 1 lb. units.

No. 520
Truck tire pencil gauge. Calibrated 20 to 120 lbs. in 2 lb. units.

No. 540
Chrome plated service gauge. Calibrated 10 to 120 lbs. in 2 lb. units.

Write today for our complete new catalog

ACME
for Accuracy
SINCE 1915

ACME AIR APPLIANCE Co., Inc.
205 NEWMAN STREET • HACKENSACK, N. J.

HOW GOOD ARE YOU?

3-JL

What is it?

LEN HAD IT BEFORE... PAUL HAD IT BEHIND... BRYAN NEVER HAD IT AT ALL... RALPH HAD IT ONCE... ALL GIRLS HAVE IT ONCE, BOYS CAN'T HAVE IT... OLD MRS. MULLIGAN HAD IT TWICE IN SUCCESSION... DR. LOWELL HAD IT BEFORE AND BEHIND; HE HAD IT TWICE AS BAD BEHIND AS BEFORE!

Attach the solution to your business card or letterhead and mail to ACME. If you're right, we'll send you a "Genius Award" for your accomplishment!

Relax each month with the ACME "Problem Corner"

fice and have no voting privilege.

"Their club is financed by pay-roll deductions of \$1 per month plus junk batteries and scrap iron which the dealership donates and which is one of the best investments I have ever made. They meet every first Monday night of the month.

"Notes from the suggestion box are read and discussed, gripes are heard, suggestions are heard from the floor. Someone has a suggestion which will assist in getting customer cars in and out of the shop and avoid congestion (which I always have enjoyed seeing). Someone will suggest a better method of communication between departments. Someone will want the bookkeeping machine sound deadened so it won't disturb the boss when he is asleep.

"No matter what the suggestion or problem, it is just as important to that employee as Mrs. Jones' slipping muffler belt... and it gives them a sense of belonging to the company and having a say in its policies and operations."

LO, THE POOR MECHANIC

It would seem that mechanics are not faring too well in the rising-costs spiral.

According to a bulletin issued by the Independent Garage Owners of Colorado, Inc., cost of parts is up

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.



Make \$180 or more extra profit each month for as little as \$4²⁶ a week*!

That's exactly what service and repairmen all over the country are doing when they offer Jenolizing to their customers!

Jenolizing is a simple two-step way to extra profits—(1) a brand new low pressure way to steam clean automobile engines; (2) an exclusive Jenny® long lasting spray-on coating that gives the engines a show room shine and forms a protective seal against rust! That's all there is to it—yet dealers are making \$180 extra profit a month from Jenolizing only *one hour a day*—more profit than from any other piece of equipment they own!

You can't afford to be without Jenny and Jenolizing. Mail the coupon for demonstration and facts about building new profits in these markets today.

***Payable in easy monthly terms of only \$17.90!**



HOMESTEAD VALVE MANUFACTURING COMPANY
Hypressure Jenny Division, P.O. Box 99, Coraopolis, Pa.



Here are your profit markets

Auto owners • trucking companies • new and used auto agencies • car rental agencies • farm implement dealers • auto repair shops • and many others!

Please send me the full story on Jenolizing and the right model Hypressure Jenny for my business.

Name.....Title.....

Company.....

Address.....

City.....State.....

about 18%, living costs are up about 20% and mechanics' labor is up only about 11%!

OLD GRANDDAD?

What is probably the granddaddy of all of America's 225,000 service stations is a two-pump, modern station with no unusual features—at first glance.

However, Sanford Service Station in Mocksville, N. C., is unique. It is reportedly recognized by

Standard Oil Co. as the oldest Esso petroleum outlet in the United States.

It had its beginning in 1867, eight years after Col. E. L. Drake drilled the world's first oil well in Titusville, Pa., when Civil War Veteran C. C. Sanford bought a store and went into business for himself. One of his first purchases was kerosene, delivered once a week from nearby Winston-Salem by wagon.

Farmers from the surrounding area would load their families in wagons and drive down to C. C.

Sanford's Store, camp out overnight in a camp ground out back and trade their herbs, beeswax, cowhides, etc., the next morning for wagons, elixir, sugar and kerosene.

Two kinds of kerosene were available—clear and Carmadine. The red kerosene, which cost a penny more, was used in parlor lamps.

When the "horseless carriage" came on the scene, Sanford began stocking Standard Oil gasoline, and in 1913 he went into the automobile business wholeheartedly. He started a motor company and a drive-in service station.

C. C. Sanford died in 1929, leaving his three prosperous businesses to two daughters and five sons.

Even on the steepest hills...

**The safest cars ride on
Johns-Manville Brake Lining!**

Do customers hound you with complaints about brakes that "fade" on steep hills? Do they have to fight for control of the car ... even with repeated pedal-pumping? Then it's time to stop flirting with danger and give your customers the added protection of Johns-Manville Custom 4-Star Brake Linings.

It's easy to understand why J-M linings can't be matched for dependable performance. They're made of a wet mix of metallic-impregnated asbestos fibres densely compounded . . . and they're patiently cured by the rare combination of both hydraulic pressure and oven baking at controlled temperatures. Result: a brake lining that recovers rapidly . . . maintains its frictional stability under any driving conditions.

Let your local J-M distributor set you up now. For his name and address, contact Johns-Manville, Box 14, N. Y. 16, N. Y.

Backed by the name known to millions of car owners!

JOHNS-MANVILLE

JM

JOBBER VS. DEALER WOES

A Southwestern wholesaler-reader took time out last month to report thusly, while asking that his identity be withheld:

"We also operate a Ford franchised dealership here, but the new- and used-car situation is much different from the jobber sales (the latter being up 19.5%).

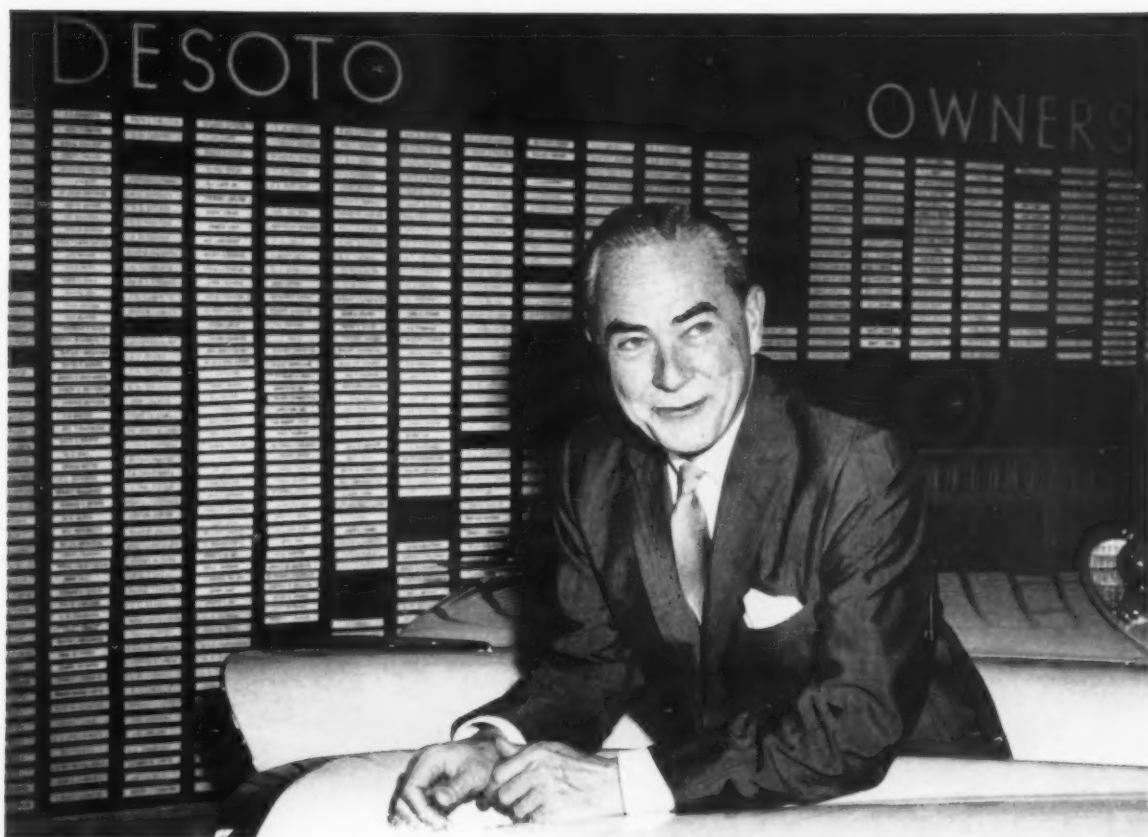
"New-car stocks are extremely high and sales are very hard and almost impossible to make profit on new-car sales. In fact, many new-car dealers seem to be offering new cars as much as ten per cent below invoice to reduce stock and stop floor-plan interest and insurance.

"Considerable number of medium-price car dealers in this part of the state are closing out; also some low-price dealers. The new- and used-car business is by no means stabilized in this area as yet. We are having losses, as are a number of our local dealer friends."

Chevy Mechanics Pile Up 100,000 Training Hours

CHEVROLET dealership mechanics took approximately 100,000 hours of classroom training the past year on latest servicing techniques for specialized truck equipment.

Studies included specialized work on Powermatic transmission, air brakes, transfer cases, axles and other components exclusive with trucks. The courses are conducted at the 30 General Motors Training Centers throughout the country under the supervision of resident Chevrolet instructors trained for their work.



Charles Freed, a 32-year automotive veteran, started as a retail salesman, then opened his own dealership, eventually became president of the NADA in 1954.

Charles Freed, Salt Lake City De Soto dealer, points out his greatest asset...

"63% of our DeSoto sales are repeats"

"Every time we sell a new De Soto, we put the customer's name on this board displayed in our showroom," says Charles Freed, president of Freed Motor Co., Salt Lake City. "And we go one step farther. We place a 'gold star' after his name indicating each repeat purchase."

"Naturally, this is a fine goodwill-building device, because it's somewhat flattering to our customers. It also acts as an effective testimonial which helps us sell new prospects. But, more important, the names of the 1,535 present customers who have bought a total of 2,406 new De Sotos from us are a constant reminder that the most important single asset any dealer can have is *repeat business from loyal customers*, particularly today.

"People come back again and again to buy De Soto.

We have one customer who has bought *twelve* new De Sotos from us over the years. You have to be selling a mighty well designed and engineered car to inspire that kind of loyalty!

"This is a business of change. We are constantly adapting our merchandising activity to meet any selling situation. But, over the long run, we know that a sound product—priced for value, backed by fresh national and local advertising and promotion, supported by an understanding factory management and sold with honesty and integrity—is what you need for long-term success and profits. And that's why we sell *De Soto!*"

Charles Freed is just one of the many successful dealers who've learned from experience the ever-improving value of a De Soto franchise. They *know* that...

IT PAYS TO BE A

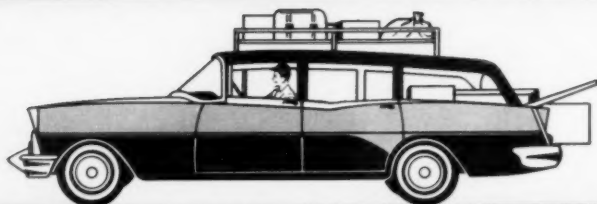
DE SOTO DEALER!



Pictured are new offices, showroom and parts warehouse of Simca Southern Distributors, headquarters for the distribution of Simca automobiles in the seven Southeastern states, opened recently at 3234 Peachtree Road, Atlanta, Ga. The building contains over 5,000 square feet of space with ample provision for parts and service training schools for the personnel of the 60 dealers it serves. President of the firm is Fred J. Walters, former sales manager of Packard Motor Car Co., who also owns an Oldsmobile dealership in an adjacent building.



OVERLOAD PROBLEMS?



FAST, PROFITABLE SOLUTION!



AIR LIFT Air-Spring Suspensions slip inside open coil springs or fit between leaf springs and frame. Simply inflate with air to support overloads up to 1000 pounds!

CAR RIDES PERFECTLY LEVEL, since air pressure can be adjusted to exact load requirements. No "bottoming" on bumps—no sway on curves. Extension hoses available to adjust air at back bumper.

DEMANDED BY TRAILERITES, hunters, campers, vacationers—anyone and everyone who overloads for a trip. Nationally advertised to your customers at very popular prices! Over 1,000,000 sets in use.

YOU CAN INSTALL a set in minutes, and at a handsome profit! No parts to remove—just raise car on hoist and mount units per simple instructions.

See your jobber or write for full details. Attn: Dept. 397



AIR LIFT COMPANY
Lansing, Michigan

In Canada: 18 Hook Ave.

Toronto 9, Ontario

Plastic Peps Profit

(Continued from page 33)

Goetz said, "because there is an excellent mark-up on this merchandise."

The company advertises some to keep the pipe before the public, but the expenditure is negligible. "The best sources of new business are customers who tell others about us," Goetz said.

There is a permanent display of pipe and fixtures on the floor of the parts department, and all customers of this area are reminded of the pipe service. Occasionally, Goetz arranges a pipe display in the main sales room, but this is only periodical.

"We depend on the traffic in the parts department, plus the reputation we have locally for carrying plastic pipe, to bring in new customers," he declared.

"We stocked pipe because we realized sometime ago that the small-town car dealer had to tap additional sources of profit if he expects to continue to make money in the car business. This happened to be something that was needed locally and nobody else stocked. It has turned out to be a natural line for us, and a satisfactory profit-maker."

Garland, Texas, Organizes

The Garland (Texas) New Car Dealers Association has organized and elected Red Bankston of Red Bankston Ford president. Jerry Freeman of Freeman Oldsmobile is vice-president. Other members are Bill Maguire of Bill Maguire (Plymouth - Reynault), Ben C. Jackson of Jackson Chevrolet, Ken Pruitt of Ken Pruitt Buick and Joe Daniel and Lou Yarborough of Daniel and Yarborough Pontiac.

A GREAT ENGINEERING ACHIEVEMENT AND
A GOLDEN SELLING OPPORTUNITY!

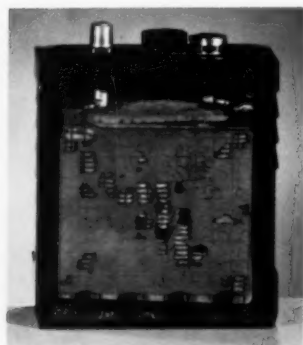


SEE WHAT THIS AMAZING NEW
PREST-O-LITE VIBRATION PROOF HI-LEVEL
WILL DO FOR YOUR BATTERY BUSINESS!
WRITE, WIRE OR PHONE FOR COMPLETE DETAILS!

TURN PAGE
SEE REVERSE SIDE

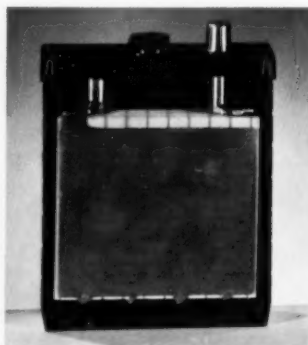


Prest-O-Lite Vibration Proof Hi-Level...guaranteed 50 months ...eliminates 2 out of 3 power failures in heavy duty service!



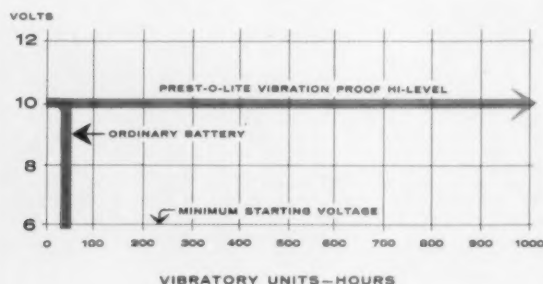
ORDINARY BATTERY

After 55 hours of severe service testing, ordinary battery of standard construction has failed mechanically. Plates have shed valuable power-producing material. Electrolyte has leaked through seal at top of battery case.



VIBRATION PROOF HI-LEVEL

After more than 1,000 hours of severe service testing, Prest-O-Lite Vibration Proof Hi-Level is still like new, delivering full power. Vibration Proof resin, shown in red, anchors plates to case so that severe service failure is impossible.



SEVERE SERVICE OPERATION LIFE

Here's why the name "Vibration Proof" really means what it says. This graph dramatically shows how Prest-O-Lite Vibration Proof construction continues to deliver full voltage after more than 1,000 hours of severe service testing. Notice how abruptly ordinary battery failed after only 55 hours of testing.



50 MONTH GUARANTEE on Prest-O-Lite Vibration Proof Hi-Level carries Factory Registration by serial number in the owner's name. Wallet-size guarantee card honored by any Prest-O-Lite battery dealer in the world. Adjustments are quick and easy and *profitable* to dealers!



Beautiful sales-making displays unequalled in the industry. All the sales helps you need to bring in the customers.



You get hard-hitting support from radio, television and newspaper advertising right in your own neighborhood directed by your Prest-O-Lite Distributor.



You stand to make *more profit* than on other batteries . . . in fact up to **5 TIMES** the profit you get from the sale of an ordinary battery!

Prest-o-lite® BATTERIES

**CALL YOUR PREST-O-LITE BATTERY WHOLESALER
OR PREST-O-LITE BATTERY SALES OFFICE, TOLEDO 1, OHIO**



Our service truck and wrecker drivers are trained to be diplomatic in dealing with customers who have called for them. A stranded motorist is in a very impressionable mood, particularly if his car conked out unexpectedly. The boss said he wanted our men to make the contact of our customers—either service or buyers of our new or used cars. A driver over whom we had no control answering the call might easily lose the customer for us, whereas our own men could see that they were paci-

Dear Bill,

The boss dropped in on our meeting this week to explain to us why he might be referred to as "mule stubborn" by some of the other repair shops and dealerships.

They had all agreed among themselves that wrecker and service car operation was a non-profit deal for them and wanted all shops to agree to turn this type business over to an independent service-call operator to handle all the calls for all the shops.

He told them that their reasoning was probably of the best for their situation, but that in our case the service-call business had been built up through the years until it ranked in importance with many of our other specialized departments and there was no logical reason for abandoning it because it didn't prove profitable for other shops in the vicinity.

He wanted us to know that as a "specialized department" it was actually a gear in the whole service clockworks that could throw other departments out of mesh if it were removed. From actual records kept on the body shop business the wrecker was responsible for bringing in a big percentage of jobs that we'd otherwise not have had a chance to get, since they were not regular customers and their insurance was not with our firm.

Peculiarly enough, body shops have their "regulars" just as does the service line. Very often the original haul-in by wrecker was later followed by drive-in calls for light service and ding jobs that could be traced back to the introduction through the wrecker call. By the same token the interlaced services with the body shop dealing with all appearance items, polishing, accessories and the like are sure to benefit by a satisfied customer and he is at least exposed to them when he is in the shop.

the **GREAT CHOICE** in worm-drive hose clamps



HY-GEAR

where quality is crucial!



SNAPLOCK

where the need is speed!

Performance
guaranteed
since 1913



IDEAL—America's oldest clamp manufacturer—has always been first choice for all hose connections. Proved yesteryear on motordom's first cars—every year on the Indianapolis Speedway for the cars of today and tomorrow.

435 LIBERTY AVENUE, BROOKLYN 7, N. Y.

ideal
Clamp Corporation

fied until we could at least make a check and see if we should be responsible for the difficulty and correct the situation.

In fact, he said, even if the service-call business was not profitable, he'd not want to lose this lever to get new and old customers in our shop for service or as a prospect for a car purchase. If other dealers hadn't integrated their service into a business-getting setup, then he could see why they might want to dump certain phases of it. But as for us, we

work as a machine and losing any part of it would louse our operation too much to consider it.

Yrs,
Ed.

Let Radiator Leaks

(Continued from page 36)

a pinging sound that it makes when a radiator is leaking and the motor is overheated. Talking to the customer about it and showing him the leak in the corner seam of the radiator, Culver took on the

job of cleaning and resoldering the radiator by removing it from the car. This brought a \$16 sale and a happy customer who lets Culver do all his car repairs now.

In another case where a man came in for a brake job on a '49 Ford, the garageman noticed a rumble in the engine and checked for leaks. Finding a leak in the radiator tube and a rotten core, Culver uncovered a \$46.50 job.

In every job they boil out the radiator, test it, do the required soldering and in a few cases replace with a new core. Equipment for radiator work includes some of the equipment a shop already has, but additional may run over \$1,000.

This includes air compressor, boil-out tank, test tank, repair tank, flush tank, soldering gun, pressure test and gauges and spray equipment.

"It takes a minimum of two years' experience to turn out a fully competent radiator man. We did not train our own but got an experienced radiator repairman," said Culver. "But it is well worthwhile, because you can find good, profitable volume not only among your retail customers but among other shops and dealerships."

Culver spends two to three hours a week visiting dealerships in the area for radiator work. Handling their automatic transmission repairs, Culver readily obtains their radiator repairs too.

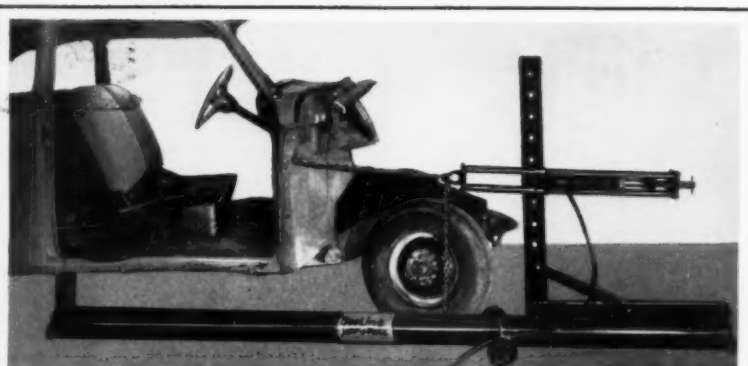
"Radiator work is good volume that shops are inclined to overlook or pass on to someone else," he commented. "You can get good radiator volume from general auto repairs that will be reflected back in getting repairs from originally radiator trouble. And you will find that customers will remember you saved them a lot of money by keeping your wits with you about when you were under the hood or when you roadtested."

Georgians to Hear Raisty In Savannah Next Month

LLOYD Raisty, vice-president of the Federal Reserve Bank, Atlanta, will address the Georgia Automobile Dealers Association on "The Business Outlook" at its annual convention at the General Oglethorpe Hotel near Savannah Aug. 17-18.

J. C. Lewis, Jr., Savannah Ford dealer, is president of the association.

L. L. Austin, who headquarters at Atlanta, is the veteran executive secretary of the group.



THE NEW BEE-LINE JIFFY-PULL A ONE MAN HEAVY-DUTY STRONG-ARM JACK



\$350

f.o.b.
Davenport,
Iowa



MAIL TODAY FOR LITERATURE

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CITY _____ STATE _____
BEE LINE COMPANY DAVENPORT, IOWA


**JUST THE TOOL
YOU NEED TO
PULL DAMAGED
BODIES AND LIGHT
FRAME JOBS . . .**

TEAMWORK




Prescription Filtration

WIX AIR FILTERS

 Prescription Air Filtration to give car engines maximum flow of clean air and protection from dust, dirt and grit.




WIX-KNIT

 The premium full-flow Filtrant in the Golden Can prescribed for all cars that use premium oils.




POROSITE

 The performance proved exclusive WIX pleated Filtrant for full-flow and partial-flow systems.




WIXITE

 Exclusive WIX depth-type Cartridges for maximum mileage and top efficiency for partial-flow systems.



WIX SPIN-ON

 The sensational WIX Filter development that is original equipment on America's leading cars.

WIX TEAMWORK pays off . . . puts new Life and more Profits into YOUR Filter Sales. Back of every WIX Air or Oil Filter Cartridge you sell are research facilities that make certain—scientifically—that you're giving the motorist the tops in filtration . . . filtration *prescribed* for his car, the oil he uses and the type of driving he does. And in merchandising, WIX tops the field with the product, the sales tools and selling programs that make sure you get more sales and your full share of Filter profits. Get Up-to-date in '58 . . . Call your Jobber about WIX today.



WIX CORPORATION • GASTONIA, N. C.
In Canada: Wix Corporation Ltd., Toronto



Shown are recent graduates of Course No. 2 in various automatic transmissions sponsored by Norton-Russ Automotive Co., Burlington, N. C. They are (l. to r.): first row, Avery Williams, Huffman & Williams Garage; Dick Thompson, Lloyd Motor Service; Ray Thompson, Thompson's Garage; Roby Richardson, Melville Dairy; Buck Burke, C. W. Burke Auto Repair; Paul Johnson, Alamance Motors; Eddie Lashley, Eddie's Garage, and Vernon B. Long, sales representative of Norton-Russ; back row, S. B. Norton, general manager of Norton-Russ; B. C. Woody, B. C. Woody, Jr., Midway Garage; Walter S. Jackson, Burlington Mills; Willard Hinshaw, Hinshaw's Garage, Siler City; Jimmie Dudley, Midway Garage; Harvey Clapp, Norton-Russ; Edward Miles, Miles' Garage; Lewis Woody, Midway Garage, and John Kamuk, instructor of Auto Mechanics Institute of Los Angeles, Calif.

30 reasons why* you should look to TUNGSTEN for your foreign car ignition parts



* TUNGSTEN manufactures quality ignition parts for replacement in 30 different foreign cars! This is one of the most complete lines in America — and you get all of them from one, dependable source! See your Jobber or write for Catalog FC.



TUNGSTEN CONTACT MANUFACTURING CO., INC.
North Bergen, New Jersey

Wholesale Parts Plan (Continued from page 39)

his own garage. He said he had very little money at the time and had to buy \$3,500 worth of equipment.

After his first year's operation his equipment is paid for and he has a new car and it's paid for. Naturally, we figured he was lying or bragging, a favorite pastime indulged in by most of us from time to time, but upon investigation, the parts jobber who sold him the equipment on the credit says he has paid them in full and the finance company says that he has paid for his new car in full.

The majority of these independent garage boys are making money! Their credit is good, and they have an unusually large and loyal customer following acquired over a period of many years when they were working in the automobile dealer's shop.

They have their own trade association, The Independent Garage

Association, and incidentally the parts jobbers were instrumental in getting this association started and these parts jobbers are all charter members of this association. . .

So anytime that we feel by cutting prices or selling independent garages at our net cost that we can thereby capture the majority of their parts business, we are kidding nobody but ourselves. It just won't work!

The wholesale parts jobbers and the independent garage are both our natural competitors. They are both on the other side of the competitive fence from the automobile dealer, and the wholesale parts jobbers will do anything necessary to keep the lion's share of the independent garage parts business.

The wholesale parts jobber will organize trade associations for these boys, take them to equipment shows in Houston, Dallas, or Galveston, or Oklahoma City, will wine them and dine them, visit them daily and do anything necessary including juggling prices and discounts to keep the independent garage parts business. . .

What is the Answer?

What is the answer? The answer is, as I see it, in how we handle our sale of parts under this program. I have talked with many dealers who didn't understand the most important feature of this plan. You do not have to sell parts at your net cost in order to collect the full wholesale parts compensation rebate. The same rebate can be collected whether you sell parts at your net cost or whether you sell them at a discount of 25%, 20%, or at a discount of 10% from list price.

There is no discount amount stated in any factory directives. In fact, in the state of Texas it is illegal for them to dictate any certain price or percentage. The urgency on the part of the factory to get their dealers to sell parts to the independents at cost was done by word of mouth, a real selling job on the part of the factory men—selling the dealer on the line of thinking that he can sell a big volume of parts and make a lot of money by following this procedure.

Not all dealers bought this line of thinking, but a lot of dealers did go along with it and are selling parts to the independents at net cost, depending on the wholesale parts compensation rebate for their only profit.

It is to dealers in this category that I say, you are entitled to more

profit from the sale of parts than the wholesale parts compensation rebate offers you.

As we stated before, the average wholesale compensation averages 19% of cost. The average dealer's overhead is about 14% of sales. This leaves only 5% to pay for your additional investment and the bank will charge you 6% or 8% interest if you have to borrow the money to put in this parts stock.

I realize that a lot of you dealers for this factory went along with the factory's recommendation on

this program and have been selling parts at your net cost to the wholesale trade. This may be good business for the metropolitan dealers who operate in a market of almost unlimited potential. But bear in mind that we are not talking about metropolitan dealers, but we are talking about the rural dealer in small or medium-sized towns, the type of dealers who make up the large majority of the franchised dealers in this state.

Among these smaller dealers we find all too often that the dealer

Go-Jo the Hand Cleaner that is

SAFETY

APPROVED



Proven most effective — instant, thorough cleansing. Hexachlorophene and Lanolin fortified for gentle, sure protection from skin irritation and dermatitis. Use GO-JO, the choice of millions for EASIER, FASTER, SAFER hand cleaning.

GOJER INC., BOX 991, AKRON, OHIO

Go-Jo "One-Shot" Dispenser

One pull of handle ejects precise amount of Go-Jo for cleaning dirty hands. Uses 4½-pound throw-away can.

Go-Jo

GET GENUINE

AMERICA'S LARGEST SELLING CREME-TYPE

HAND CLEANER

THE ORIGINAL
DOUBLE ACTION
FORMULA
USE WITH OR
WITHOUT WATER

succumbed to the factory's recommendations on this subject without proper consideration or forward thinking and in too many cases made no decision but left it up to the parts manager entirely.

So I say to you who are selling your parts at net to the wholesale trade, I don't think you are being fair with yourself. I think this program is largely responsible for the amazing and unwarranted increase in the number of independent shops who are luring away the dealer's service customers and car

owners with cheaper labor prices and big parts discounts when necessary and this is making it even harder for the automobile dealer to make a profit from the operation of his business. . . .

This program sets a precedent for the installation by the factory of a wide-open sales field on parts. Perhaps you noticed in a recent issue of the *Automotive News* where one of the factories has entered into a sales agreement with Richfield Oil Corp. of California, appointing this oil company with 4,500 service



Shown parting with his "dearest" possession — his mustache — is Claude Suttles, sales manager of Moog Industries and a native of Atlanta, Ga. Suttles' sacrifice made possible the company's piston ring mustache contest, whereby garagemen contestants (plus their jobber salesman or counter-man) will attempt to guess the actual number of hairs in the mustache. The envelope, deposited in the safety deposit vaults of Mercantile Trust Co. of St. Louis, will be opened late in September and the winners announced. Prize: an all-expense-paid trip to Mexico City and Acapulco for the winning garageman and his salesman.

NUTS..

to a business slowdown!

AMMCO volume is UP

28.3%

OVER LAST YEAR

(the best year in our history)

THE REASON— 28 hustling sales technicians selling and servicing a top quality line of **BRAKE SERVICE & ENGINE REPAIR**

Tools and Equipment - with the same constructive

policies which have made us successful for

OVER 36 YEARS

(AMMCO users are Profitable Operators)

AMMCO TOOLS, INC., North Chicago, Ill.

stations in six western states as a parts distributor, thereby putting these service stations in direct competition with the franchised new-car dealer.

While this sales agreement applies to batteries, ignition, carburetion and brake parts only, the general trend is that it is only a matter of time until the automobile factories will be selling genuine factory parts directly to all service stations and independent garages, bypassing the franchised dealer entirely.

The precedent set by selling parts at cost to the wholesale trade is far more important than the small dollars and cents profit made today from the rebate by the factory. . . .

The profit from our parts and service departments represents our only hope for survival in a declining market — and we know now that the automobile market is subject to abrupt declines in volume of car sales. Let's preserve for our future security our rightful heritage of expecting a profit from the sale of our parts and service. In short, let's say NO to our factories when their recommendations or programs violate the fundamentals of good business.

Look at the NEW TIME FOR CARBURETOR OVERHAUL!

• The following figures, courtesy of Carter Carburetor Corporation, show time study figures for carburetor overhaul using automatic screwdrivers and latest service procedures. Operations . . . disassemble, clean (includes brushing time only—not full soaking time), inspection (routine type). Install recarburetion kit, assemble, adjustments.

MODEL	TYPE	PREVIOUS TIME (ALSO CAR MFR. APPROX. FLAT RATE TIME)	NEW TIME
BBS-2063SA	Single Auto/Choke	1 hr. 15 min.	45 min.
BB-D6H2	Single Separate/Choke	1 hr.	30 min.
BB-E7J4	Single Kickdown and slow closer	1 hr. 15 min.	45 min.
BB-E9A1	Single Kickdown slow closer auto/choke	1 hr. 30 min.	50 min.
AS-2580S	Single Auto/Choke	1 hr. 15 min.	50 min.
YF-938S	Single Hand/Choke	1 hr.	30 min.
WGD-2231S	Dual Auto/Choke	2 hrs.	50 min.
BBD-2637S	Dual 1½" Separate/Choke	2 hrs.	45 min.
WCFB-2593S	4 B	2½ hrs.	1 hr. 15 min.



BUY
A.....



Electric Screwdriver!

The **SIoux** Angle Screwdriver pays for itself in a hurry in carburetor and fuel pump overhaul. It quickly drives or removes screws of all types. Similar savings are realized in body work, in seatcover, convertible-top, trim shops, in fact anywhere screws are used.

The No. 243 Set shown includes the All-Angle Screwdriver, slotted screw bits, hex sockets, Phillips bits, ¼" drill chuck and adaptor, high speed drills, and metal carrying case.

The exclusive **SIoux** All-Angle design permits work in spots you just can't get into with conventional tools.



ALBERTSON & CO., INC.

SIoux CITY, IOWA, U. S. A.

NEW AIR IMPACT WRENCHES • NEW AIR SCREWDRIVERS • NEW "PELICAN" NUT ACCUMULATORS
• ELECTRIC IMPACT WRENCHES • DRILLS • GRINDERS • SANDERS • POLISHERS • VALVE FACE
GRINDING MACHINES • SCREWDRIVERS • PORTABLE SAWS • FLEXIBLE SHAFTS • ABRASIVE DISCS

Don't Cry on My Shoulder!

(Continued from page 35)

tomers. For a while it seemed to me that only two topics produced any real enthusiasm on the part of the salesmen—sales contests and the special of the day.

When the third salesman in succession (over a period of a couple of weeks) expounded a sales contest as a reason why I should sign an order without delay, I decided that there must be a regional or national contest in full swing, with

a trip to Bermuda or something equally spectacular as a prize. So I asked.

If the blue team of that dealership didn't sell more cars than the red team, a week from Monday my salesman would have to sit and watch the red team eat steak while he and other members of the blue team ate beans.

If I had had a happy relationship with a car salesman for a number of years, I might well push forward a purchase to help him win a worthwhile prize. But consider-

ing the number of steaks I have to do without to pay for a car, I really didn't care whether a man I had met only 30 minutes before had to do without one steak or not!

Another salesman's enthusiasm fell off noticeably when I finally said flatly that I was not interested in the special of the day even though it was a good buy—it was not the model I wanted, nor the color I wanted, nor was the equipment what I wanted.

He has my name, address, phone number and the information on what I wanted. He said he was going to call. It has been six weeks now, so I really don't expect to hear from him.

Then there was the other extreme. The salesman from another dealership called me twice. Then the sales manager leaped in to add his influence. And then the used-car manager came around to scrutinize my trade-in for a second time and to work me over.

Didn't Compare Notes?

I can't believe that they were so poorly organized that the three of them hadn't compared notes, but as each new representative of the firm appeared, I was asked to go through the list of what I wanted on the car. Maybe this was their idea of the "hard sell."

But when the third one of them—the used-car manager—kept hammering that he would allow an extra \$25 on my car if I would sign the order that afternoon, I couldn't take it any longer. I don't like obvious pressure tactics—even if I believe them.

"Don't call me," I said, as politely as I could at that point, "I'll call you."

Perhaps my experience with some of the dealerships would have been different if I had talked with one of the other salesmen employed by the firm (in some cases I asked for men from whom friends had bought cars and in some cases I just walked in the door). But other attitudes seemed to be traceable to the general "climate" of the company. Like the episode of the hood.

As I sat talking with one salesman in a metropolitan dealership, a second salesman finished showing a floor model to a customer. After the customer left, the salesman tried to close the hood. The first time it didn't catch. The second try was noisy enough to disturb the conversation between my salesman and me. The other salesman tried five times to close the hood

shift to

Trans Master

- SEALS FASTER!

SEAL-SURE
WITH *Gyrene*

the Special-Acting
Catalytic Stop-Leak!



**STOPS TRANSMISSION LEAKS
QUICKLY AND EASILY!**

**INSURES SMOOTH, QUIET, TROUBLE-FREE SHIFTING
IN ALL KINDS OF AUTOMATIC TRANSMISSIONS!**



Trans Master
SEAL-SURE
WITH *Gyrene*
TRANSMISSION SEALER
AND CONDITIONER

Trans Master works fast, does two jobs in one — seals and conditions! Rejuvenates dried, hardened or shrunken rubber transmission seals. Makes them soft and flexible, completely leakproof. Assures fast and easy shifting. Cuts down wear on gears and other parts even in coldest temperatures. Helps prevent gum and sludge deposits. Helps absorb injurious condensation by-products.

Trans Master is guaranteed . . . completely safe, mixes well with all transmission fluids, is non-clogging, non-corrosive, non-foaming. For Profits Sure . . . Sell Trans Master . . . It Seals Faster!

ONE FULL-SIZE 10-OZ. CAN DOES THE JOB!



NO FUSS...
NO MUSS...
JUST POUR...
NO MORE!

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Rust Master

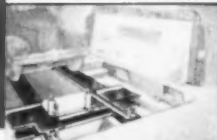
Chemical Corporation

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EXPAND YOUR HEAVY-DUTY SERVICE PROFITS WITH TOP MONEY-MAKING TRUCK SERVICES



CHECK these TOP MONEY-MAKING HEAVY-DUTY SERVICES!



3840-8300 HEAVY-DUTY FRONT-END SERVICE provides complete equipment for inspection and correction of front axles, rear housings and wheel alignment for heavy, medium, light commercial vehicles.



9000-8300 SUPER EXTRA HEAVY-DUTY SERVICE for fast, accurate wheel alignment and frame straightening operations on heaviest trucks, buses, tractors and trailers. 30' machine features 3 press stands at center, front, rear.



8300 AXLE PRESS develops forces up to 200 tons of power! Straightens heaviest axles cold on the vehicle. No dismantling, no reassembly. Removes twists in heaviest axles with ease, even corrects bent rear housings.



3166 ON-A-TRUCK BALANCER is built to balance heaviest wheels right on the vehicle under actual road conditions. Easily adjustable for all types of Budd-type, cast spoke or car and light truck wheels.



230 HEAVY-DUTY ALIGNMENT TESTER checks side slippage per mile—Toe-in and toe-out conditions of wheels—automatically, as truck is driven over sensitive detector blades. Tests heaviest trucks and buses.

DEPEND on BEAR for PROMPT DELIVERY



Wheel Alignment and Balancing rank with today's top money-making services. Over \$164 Million net profit a year! Get your operation lined up to cash in on this big market by sending for a free copy of the new *International Edition Bear Catalog*. It contains the most complete line of heavy-duty Safety Service equipment, all ready to operate anywhere in the world. No conversions required! No extra tools to buy! No electrical change-overs!

**SEND FOR FREE CATALOG ...
GET ALL THE FACTS ABOUT**

BEAR

Bear Mfg. Co., Dept. S-1, Rock Island, Ill.
Without obligation, please send me free copy of
your latest catalog of heavy-duty equipment.

NAME.....
COMPANY.....
ADDRESS.....
CITY.....STATE.....

before a third salesman got up to help him. On their third joint attempt it stayed closed—and, laughing and talking, the two of them wandered out the door toward a restaurant across the street, apparently for morning coffee break.

Maybe all the mechanics were busy or maybe they didn't want to work on the hood while the car was on the showroom floor, but somehow I would have been happier if there had been some indication that the trouble would be corrected before another customer

came in and the performance was repeated.

Then one day I walked into a dealership in a Southwestern city and the salesman who came toward me knew his product and seemed to like it. When I asked about a transmission-performance characteristic, he took me in a demonstrator to a suitable spot about a mile from the dealership and showed me. Then he told me to try it.

He didn't talk about contests and he didn't run down other dealer-

ships and he didn't quote a lot of ranges on trade-in until he had looked at my old car and driven it. He answered my questions—from memory, from the manual and with the demonstrator.

Before making recommendations about some equipment items, he asked questions about the kind of driving I did and some of my driving preferences. You would think he had been reading—and was following — some of the articles in SAJ!

To date—to 782 miles, that is—his answers seem to have been correct. When the car came, it looked just the way I thought it would. After a few minor adjustments are made during the 1,000-mile check-up, I believe it will perform the way I want it to.

Maybe my years in the automotive business made me too critical, although perhaps the experience made me more aware than the average customer of the problems in selling a complex product that changes every year—and one that is a major purchase in the eyes of the customer.

Or maybe the six dealers who didn't sell me a car (I'll omit one wide-awake dealer in a small town from whom I would have bought if I had bought in the Southeast) need to take a hard look at sales approaches.

I wonder:

How typical was my experience?

Yours for better selling,

(Name withheld by request).

Motor-Overhaul Time

(Continued from page 38)

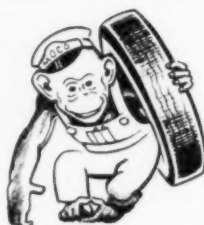
or loose, or if there is excessive smoke, or if it hasn't enough go, I've got to straighten it out before I put that car back into the hands of my customer. And five out of every ten cars I road-test need motor work.

First I explain to the customer what's wrong and ask him whether I may go ahead and check it out. About 90% of our motor volume comes from road-testing. Maybe there's something wrong with the oil pressure system. First, let's see if there's oil there, or none due to a pump leak. If it's full of oil, then I listen.

Motor repairs and overhauls keep three of our six mechanics busy full-time. Take the car we are working on now. It came in for a brake adjustment. Road-testing with the customer we found a rough engine with no power and it was also missing. The customer

We've said it all along!

VULCANIZING
is the right way to
PERMANENTLY REPAIR
tubeless tires



Here's why it's BEST to always use **MONKEY GRIP** "SIZZLE" PATCHES

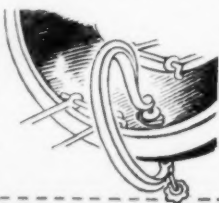
with Filler Tabs

- 1. THE REPAIR IS IMMEDIATE**
The tire is safe to drive on immediately. No waiting for slow self-vulcanizing.
- 2. THE TIRE IS PROTECTED**
Use FILLER TABS to "plug the hole" for stronger, longer lasting repair.
- 3. THE REPAIR IS SURE**
And, you know it. No guesswork about it. There is peace of mind when repairs are VULCANIZED with "Sizzle" Patches.
- 4. THE CUSTOMER IS SAFE**
Thorough inspection when the tire is off the wheel discloses any other injuries or defects that could cause trouble while driving in heavy traffic.



MONKEY GRIP'S famous
BLUNT DIAMOND "Sizzle"

Patches are known the world over as the finest, most dependable tire repair for tubes and tubeless tires. Two sizes fill all needs — reduces inventory — increases profits. Write for complete catalog of tire repair materials and equipment.



MONKEY GRIP SALES CO.

P. O. Box 6170
Dallas, Texas

YOU CAN PROFIT

... from the product
excellence that has
made **ECHLIN** the
largest independent
Ignition Parts manu-
facturer in the world.



ECHLIN A PRODUCT OF  *Ignition*

Millions Use It

Experts Choose It!

ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN. • U.S.A.
ECHLIN IGNITION OF CANADA LTD. • 56 CONNIE ST. • TORONTO 15, CANADA

never noticed anything. People who spend a lot of time driving usually don't. Checking out the motor we found sticky valves, a job that brought us \$38. That valve job saved the engine, we pointed out to our customer, saving him a future major repair and much money.

I frequently recall a case to our customers where there was no oil pressure and a connecting rod had run through the motor, breaking the motor. I explain to them about motors that get worn out and burned through neglect; then there is no alternative but replace the motor. I am not frightening them; this really happens.

Once you have persuaded a customer to road-test with you, he appreciates it. The hard part is making them take five minutes. Even five minutes seem too much time. So I explain that it will cost them many times five minutes in earnings and inconvenience if they fail to have their motors checked and properly repaired.

Like the brake adjustment I had this morning where my mechanic found in a compression test excessive blowby through the oil filter pipe. A broken piston, an inoperative cylinder and we found the motor needed an overhaul. That sale came to \$125. The customer originally came in for nothing more than a brake job.

My other mechanic is working on a blown wheel cylinder that was leaking where the brake lining was saturated with fluid. We caught that one, as well as many

another. Here was a \$19 sale.

We are constantly on the alert for sludging up, a motor that throws out oil, excessive oil leak or no oil pressure. Professional pride would not allow me to permit a car out of here that may give trouble.

A driver has a justifiable comeback if he stalls on the road or has an accident due to motor trouble that I failed to point out.

All of our jobs are sold in personal contact with the customer. It is always what his car needs at the moment it is in my hands. We guarantee every motor overhaul for 30,000 to 50,000 miles. If anything goes wrong, we bring that motor to performance expected of it. We do about three or four motor overhauls a week. Sometimes they come in bunches and run higher.

We stress cleanliness, washing all motor parts thoroughly and putting them back in absolutely clean condition. In our machine shop we do everything but rebor-ing. Piston fitting, making our own mains, valve refacing and reseating are done in our own machine shop. Washing motors inside and out, we tell our customers their motors even smell nice when we get through with them.

No large parts investment is necessary for inventory in our case because we are right in a metropolitan center and can get a part within minutes by telephone.

Motor overhauls in tight times present a profitable potential. Shops need only watch, listen and check.

Kentuckians Set August To Form Association

A MEETING of Kentucky wholesalers to form a state association has been tentatively scheduled for the last half of August in Lexington.

Four members of a steering committee conducted a tour of the state last month, leaving information with key wholesalers in each region to be used in contacting others.

Contact jobbers are: Jim Payne, Payne Auto Supply, Bardwell; Ben Schardein, Motor Parts, Inc., and Tom Friedli, Automotive Parts, Inc., Bowling Green; Chester Wolfe, Tri-State Motor Supply, Middlesboro; Fred Vescio, Hazard Auto Supply, Hazard; Walter Harvey, Standard Auto Parts, Ashland; Jack McHugh, McHugh Bros. Auto Parts, Maysville; John Yellman, United Service, Inc., Lexington; R. E. Potter, Kentucky Automotive Supply, Frankfort; Fritz Larson, Danville Automotive Supply, Danville; W. B. McGee, Automotive Service, Inc., Louisville; C. W. Dixon, Elizabethtown Distributing Co., Inc., Elizabethtown; Henry Waldman, New Dixie Auto Parts, Radcliffe; T. E. Gipe, Gipe Motor Supply, and B. D. Wright, Wright Supply Co., Owensboro.

Members of the steering committee are T. H. Gill of Motor & Electric Supply Co., Bowling Green; W. B. McGee of Automotive Service Co., Louisville; Joe Wright of D & W Auto Parts, Mayfield, and Paul Saunders of Bowling Green.

Tentative plans call for a meeting, possibly in September, in South Carolina by wholesalers there desiring to form a state association.

Sampson Tarheels Elect Rose

The Sampson County (N. C.) Automobile Dealers Association has elected James E. Rose of J. E. Rose Buick Co. president. Howard Harrell of Harrell Motor Co. (Pontiac) is vice-president and Ellis Williamson, Williamson Motors, Inc. (Chrysler-Plymouth), is secretary-treasurer of the association.

Miesse of Moog Dies

Richard C. "Jack" Miesse, 52, district manager of Arkansas, Oklahoma and part of Kansas for Moog Industries, Inc., and his wife were fatally injured recently in an automobile accident.



SOUTHERN AUTOMOTIVE JOURNAL

Say, Bud—You need GRIZZLY SILVERTIP BRAKES!



Silvertip Delivers 25% More Mileage

Today, more and more cars need the extra safety and dependability of Silvertip brake lining. Grizzly test fleets prove Silvertip lasts 25% longer ... and is especially designed for cars with power brakes, automatic transmissions and high horsepower en-

gines. Why? Silvertip is extra dense and extra tough—the exclusive formula is glazeproof, fadeproof and waterproof. Build customer satisfaction ... stop come-backs ... install Silvertip with the "fleet-proved" brake lining formula.

Demand brake shoes that are top quality from core to lining ... look for the Grizzly edge brand.



NEW! The biggest curb sign (7½ ft. tall) in the industry ... sells your three major services. Colorful—red, black and white. Ask your jobber.



Bear in mind ... Ask for

GRIZZLY



SILVERTIP

B R A K E L I N I N G

GRIZZLY BRAKE DIVISION, 168 N. Michigan Ave., Chicago 1, Ill.

\$\$\$

Extra Profit!

MR. DEALER

HOT ITEMS FOR
THE HOT MONTHS!



10% additional profit for YOU!

**Sell these Red Hot Items
During May-June-July**
and get
your extra **10% PROFIT**

EITHER 12 pts. Mac's No. 13	} 12.00	SELLING PRICE
OR		
12 pts. Mac's Sealer & Stop Leak	} 6.48	DEALERS' COST
Your 40% + 10% profit..		\$5.52



P-120

O-122

MAC'S

MAC'S SUPER GLOSS CO., INC.

LOS ANGELES 42, CALIF.

CINCINNATI 26, OHIO

Timken Will Expand \$51 Million Worth

MORE than \$3 million worth of new grinding and finishing equipment has been ordered for installation in the Canton, Columbus and Bucyrus plants of The Timken Roller Bearing Co. in a \$51 million modernization program covering the next five years.

Besides funds earmarked for new machinery and equipment in its statewide plants, the company has allotted approximately \$12½ million for expansion and improvements in its foreign operations during the next five years.

Reducing Comebacks

(Continued from page 34)

With some fleets Jordan maintains an arrangement to go ahead with unrequested work if it does not exceed a certain figure, say \$25, without contacting the proper authorities. This has eliminated some delays in getting units back on the highways.

The North Carolinian's experience dates back 41 years. He has worked for dealers in Wilmington, Orlando, Fla., Fayetteville and Shelby, N. C., Richmond, Va., and Los Angeles.

His first service work was on bicycles when he was nine years old and he graduated to motor vehicles soon thereafter.

South Weathers 'Recession'

(Continued from page 31)

other region and accounted for 33.23% of the U. S. total. This not only reflects Southern prosperity but by an odd twist also adds to it, by increasing the opportunities for commerce and employment.

While all the other economic gains are being made, the automotive industry is not idle. True, franchised car dealers have been having a rough time of it throughout the nation, but their objective—particularly the younger ones with the years ahead to afford it—are looking to the booming market in the '60's when 1955's record sales year of 9,000,000 cars and trucks will be topped by 10,000,000 or more units.

In 1939, total vehicle sales in the South amounted to 952,893 units, and today total registrations are over 23,000,000. In most recent years annual sales in this area have been exceeding 2,000,000.

The true picture of motor vehicle usage is revealed by gasoline con-

sumption figures which show current annual purchases in the South to be almost 21 billion gallons, or nearly 1,000 gallons per vehicle. This is 37.1% of the U. S. total and this proportion is showing steady annual increases.

Away back in 1895, my father, the late W. R. C. Smith, Michigan-born and -reared, visited the Cotton States and International Exposition in Atlanta. He was so impressed with what he termed "the nation's last industrial frontier" that he returned permanently in

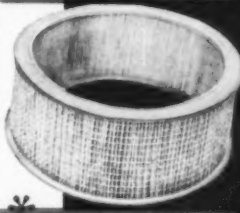
1905 to establish our present publishing company.

His dream of the South's future has been fulfilled. True, we still have our moonlight and magnolias—our beautiful Southern ladies—some plantations and an occasional mint julep, but those of us who have our roots in the soil of Dixie, and the many transplanted Southerners like my father, can take pride in the fact that the tenacity and energy which characterized our ancestors are still prevalent in the great and growing South.

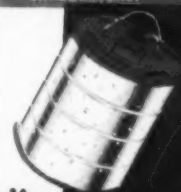
the BIG* things that happen in filters happen in



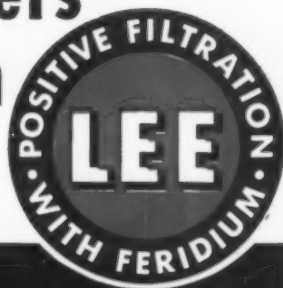
*DISCARDIT™ LEAKPROOF ELEMENT WITH THE Feridium ANODE!



*MICRALYTIC™ FLAME-PROOF ELEMENT FOR CARBURETORS!



*FERIDIUM ANODE FULL-FLOW MICRON ELEMENTS!



and... THE BIG PROFITS MADE IN FILTERS ARE MADE WITH



FILTER TIP!

"AVOID LEAKS! When replacing 'Discardit,' be sure base plate is tight against engine block!"

Write for Catalog
LEE FILTER CORP., North Arlington, N. J.
THE COMPLETE LINE OF
OIL, AIR, FUEL AND COOLING SYSTEM FILTERS
Nationally Advertised in Leading Trade and Consumer Magazines



ADVERTISED IN
LIFE

*Feridium, *Discardit and *Micralytic are the Registered Trade Marks of Lee Filter Corp.



YOU CAN HELP STOP THE SLAUGHTER— ONE QUALITY BRAKE JOB AT A TIME

Unfortunately, there is no legislation against 'junk' brake lining. In every city, back alley shops flood the automotive after-market with a product so vicious that it takes thousands of human lives annually.

Any irresponsible brake lining manufacturer out to make a fast dollar can peddle this cheap stuff at a low cost; it costs him next to nothing to produce it. And the practitioners

of this deceptive racket count on the fact that their product *looks* the same as quality lining.

A scrap of cheap asbestos and a rivet or two and you have 'junk' brake lining. It will even stop an automobile under normal conditions. But not for long! After one or two emergency stops or five or six consecutive stops at any speed, gyp lining will disintegrate.

More and more people are demanding to know what manufacturer stands behind the brake lining on their car. Bendix and the other manufacturers of quality brake lining hope that every jobber, rebuilder, dealer and automobile driver will help stop the slaughter on our roads by always insisting on quality lining. Each quality brake job will be one step closer to a low traffic death rate.

IT TAKES MORE THAN A BUCKET AND A KITCHEN STOVE TO MANUFACTURE QUALITY BRAKE LINING



Marshall-Eclipse Division, manufacturer of Bendix-Eclipse brake blocks and linings, Troy, N. Y.



Largest test fleet of cars and trucks in the industry . . . exhaustive laboratory testing is verified on proving ground and actual over-the-road conditions.

Brake lining is one of the most important parts on a car from a safety standpoint. It takes an engine weighing hundreds of pounds to propel over two tons of steel at speeds in excess of a mile a minute. Yet, brake lining—a product weighing less than two pounds—is called on to reverse this process in a matter of seconds.

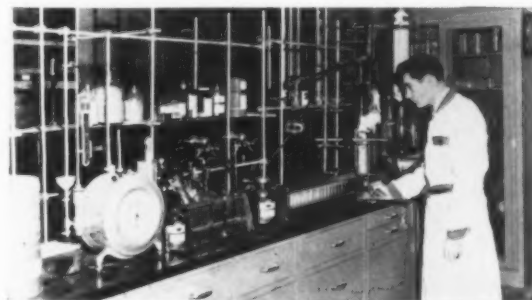
It's obvious, then, that a dependable brake lining manufacturer has to know what the score is. Pressed cardboard will stop a car traveling at slow speeds—if you have unlimited space in which to stop, and you only have to stop once.

Producing a product that meets today's tremendous braking requirements calls for years of experience, continuous research, big financial investments, top engineering talent, vast testing facilities, and above all, skill. Marshall-Eclipse is strong on all counts—especially skill. Practically every automotive manufacturer in this country recognizes the superior quality of Bendix-Eclipse® Brake Lining. It has been selected for original equipment on more new vehicles than any other make. And the decision of these vehicle manufacturers to use Bendix-Eclipse results from their own exhaustive laboratory and proving ground tests.

Yes, it takes more than a bucket and a kitchen stove to manufacture quality brake lining. There can be no compromise with know-how when a life may be at stake. Play it safe. Order your stock of Bendix-Eclipse brake lining now. Then you can be sure. [®]TRADEMARK



Specially designed dynamometer evaluates friction, wear, fade and durability of Bendix brake blocks and linings.



Laboratory control assures that the high quality of Bendix brake blocks and linings is uniformly maintained.

BENDIX-ECLIPSE
Marshall-Eclipse Division
Troy, New York





NEW TRIPLE-DUTY FILLER WINS APPROVAL OF BODY MEN

Shops that have tried many fillers say "DC-3 is by far the best we've ever used" — "worth twice its cost" — "has more workability" — "mixes, hardens and finished however we want a job done". No wonder Bodymen everywhere have such confidence in this advanced type filler!



Its surprising versatility is made possible by a patented process which gives three major performance benefits: 1. Saves labor and equipment . . . extends edge life of body files; 2. Mixes thick or thin as desired, permits fast or slow setting without using extra chemicals; 3. Extra adhesion and flexibility; can be picked, bumped or dinged.

Your reputation for expert body work demands the finest in filler workability. BE SAFE — BE SURE — INSIST ON DC-3 . . . THE SHOP-RECOMMENDED FILLER.

- MORE ADHESION
- NO FIBREGLASS DUST

- MIXES AND HARDENS WITHOUT SOFT SPOTS
- FINISHES WITHOUT PIN HOLES

Get the one filler that can do all these things for you . . . get DC-3 from your jobber today, or write to

Plastics Division
DYNATRON CORPORATION

587 New Park Avenue, West Hartford 10, Conn.

NOTE: Look for new developments in autobody techniques in future Dynatron advertisements.

Two classes in automatic transmission service and repair were recently sponsored by Holston Auto Supply Co., Kingsport, Tenn. The larger class was conducted first and was followed by the second one about three weeks later. The two men without diplomas are J. Matthew "Hot Shot" Nelson (extreme left in both photos), president of Holston Auto Supply Co., and R. L. Hagen (extreme right), instructor from Auto Mechanics Institute.

Standard-Triumph Names 18 Southern Dealers

ADDITION of 18 Southern dealers by Standard-Triumph Motor Co. has been announced by Guy Fox, executive vice-president and general sales manager. New dealers are:

Alabama — John Boswell Co., Montgomery; Florida — Harrison Chevrolet Co., Marianna; McCoy's Garage, Lake Worth; Patterson Buick, Inc., Melbourne; Georgia — Harry Sommers, Inc., Atlanta; John Davis Buick, Inc., East Point; R. B. Askew & Co., Newnan; Sing Motor Co., Thomasville; Mississippi — Barnett Motors, Inc., Natchez; Hall-Mack Motors, Jackson; Yazoo Motor Co., Yazoo City.

South Carolina — Victory Auto Sales, Charleston Heights; Tennessee — Lawrence Rentfro, Cleveland; Revell G.M.C. Co., Dyersburg; Threadgill Rumage Motors, Milan; Virginia — Cardinal Motors, Leesburg; West Virginia — Import Motors, Inc., Huntington, and Lucenti Motor Sales, Charleston.

Alamance County Picks Lee

J. B. Lee, Lilien & Lee, Inc. (Cadillac - Oldsmobile), has been named president of the Alamance County (N. C.) New Car Dealers Association. Other officers are Steve Cole, Cole Motors, Inc. (Pontiac), vice-president, and Wes Pickens, Auto Finance Co., secretary-treasurer.

Now! the GOLDEN GLIDE "Nut-Cutter"

Completely New!

The only tool that will instantly remove stud-end shock absorber nuts frozen by rust and corrosion.



**OLD SHOCKS OFF...NEW SHOCKS ON...
IN LESS THAN HALF THE USUAL TIME!**

Here's how it works: A few turns of the driving head forces the tool-steel expansion chisel into the nut, and Pop! the nut splits . . . comes off with little effort. With a bite on each side it *falls* off in two pieces. You need only a ratchet and socket to operate the "Nut-Cutter."

Here's how you get it: For a limited time only—you get the "Nut-Cutter" FREE (a \$7.95 value) with the purchase of any 4 Golden Glide shock absorbers at the regular trade price. For example: on a purchase of 4 Golden Glide shocks with stud or eye ends, you get a \$30.63 value for only \$22.68! When you sell these 4 shocks you recover \$34.00 *plus* installation charges. *And remember*, you also get the "Nut-Cutter," which will really make the shock absorber business *profitable* for you.



"Nut-Cutter" speeds job in underhood position. No damage to engine or knuckles.



Ample clearance for rear shock work, too. A few swings of the ratchet, and the nut's loose!

Call your Golden Glide Jobber now! Offer expires September 1st
THE GOLDEN GLIDE SHOCK ABSORBER COMPANY • CLEVELAND 15, OHIO



QUICK, EASY INSTALLATION

Complete packaged ignition wiring sets with spark plug protectors and terminals attached make installation of Packard T.V.R.S. cable fast and easy.

Packard T.V.R.S. ignition cable has a non-metallic conductor that does two jobs simultaneously: It carries the electricity that makes the spark. And it eliminates broadcasting interference to car radios and nearby television sets. In addition, it offers increased spark plug life.

T.V.R.S. ignition cable was used on many cars built in the last few years and is original equipment on more cars today than any other cable. This means there's a big replacement potential. Since no spot suppression can equal its performance, it's easy to sell as an improvement feature on cars not factory-equipped with T.V.R.S.

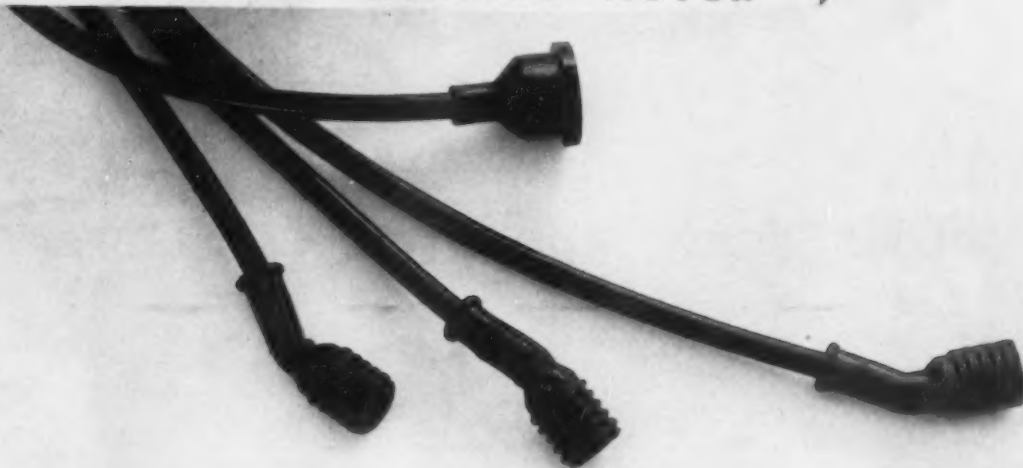
Ignition cable sets, like all other products in the Packard line, are designed for faster, easier

Packard

REG. U. S. PAT. OFF.
TRADE MARK

★ IGNITION CABLE SET

★ SMOOTHER RUNNING MOTOR



EXCLUSIVE T.V.R.S. IGNITION CABLE SETS GO ON FASTER AND EASIER, MEAN MORE PROFIT FOR YOU

use. It's Packard's way of helping you to more profit from *every* job. Available everywhere through the United Motors System.



Packard T.V.R.S. cable also comes on 100-ft. spools in handy cartons with separate terminals and illustrated instructions for making fast trouble-free attachments.

Packard Electric

Warren, Ohio



"Live Wire" division of General Motors

your seat cover customer is many people . . .



only **SARAN** meets the needs of all of them

Not everyone is looking for the same thing in seat covers. That's why you're always more sure of a sale when you show your customers seat covers woven of SARAN.

Beauty? One look will sell them on SARAN . . . especially when you tell them years of use have proved SARAN seat covers keep their fresh color and snug fit for years.

Real seating comfort? A closer look will show them how SARAN seat covers are woven to breathe . . . adjust naturally

to temperature changes. No more cringing from seats that are too hot in summer, too cold in winter.

Durability? It's built into every tough SARAN fiber. SARAN seat covers resist all the wear and tear that tots and teenagers can give them. Spills wipe away without leaving a trace.

Stock them, display them and you'll see: The most salable seat covers are SARAN. THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN.

Good Car-Keeping begins with beautiful seat covers!

YOU CAN DEPEND ON



Powerflite and Torqueflite (Continued from page 48)

with transmission removed from vehicle (using wrench, tool C-3380—without special extension C-3583), the adjusting screw should be torqued from 70 to 75 inch-pounds torque.

Road-testing:

First check the transmission fluid level and engine idle.

Good transmission operation depends on good engine operation. Make sure the engine is operating at full efficiency. If, when tuning the engine, the throttle linkage between the carburetor and the transmission is disturbed, it will be necessary to readjust the linkage.

Before attempting to diagnose or correct the transmission operation, the engine and transmission should be warmed up to operating temperature. A short drive, approximately five to ten miles, with frequent starts and stops will create normal operating temperatures of the engine and transmission.

Don't Stall-Test Converter

Do not stall-test the torque converter. For safety reasons and because damage to the transmission may result, wide-open throttle-stall operation is not recommended.

1.—Engage the neutral button and check for dragging up to an engine speed of 800rpm.

2.—Push in the reverse button and note the shift time and smoothness of the shift. Back the car up and check for dragging.

3.—Push in the drive button and note the shift time and smoothness of the engagement.

4.—Accelerate the car at very light throttle. The transmission should upshift into second at approximately 10mph and into direct at approximately 15mph. Check the quality of the shifts.

5.—Slow the car to approximately 15mph, then depress the accelerator pedal quickly to wide-open throttle (without going into kickdown). Check for slippage of the front and rear clutches. The transmission should not downshift at this time.

6.—At a car speed of approximately 25mph depress the accelerator pedal fully. The transmission should downshift to breakaway gear. Check the quality of the shift.

7.—Release the accelerator pedal and allow the transmission to upshift. Accelerate the car to 50mph. Depress the accelerator pedal fully. The transmission should downshift

to second gear. Car should not downshift above approximately 55mph.

8.—Release the accelerator pedal to closed throttle. Check the quality of the "lift-foot" upshift.

9.—Accelerate the car in kickdown (second gear) at wide-open throttle until the transmission upshifts. The shift should occur at approximately 65mph. Check the quality of the shift.

10.—Slow the car down to 10 to 55mph and engage the 2 (second) button. The transmission should

downshift to second gear. Check for gear noise.

11.—Slow the car to 15mph and depress the accelerator pedal quickly to wide-open throttle without going into kickdown. Check for kickdown band or front clutch slippage. The transmission should not downshift at this time.

12.—Release the accelerator pedal and push in the 1 (low) button. Transmission should downshift to second below approximately 55mph. The transmission should downshift to breakaway at ap-

NEW!

**safer braking for
today's heavier and
faster vehicles!**



super 703 HEAVY-DUTY BRAKE FLUID

This all-new EIS Super 703 Heavy-Duty Brake Fluid EXCEEDS SAE 70R1 SPECIFICATIONS AND CONFORMS TO THE NEW SAE 70R3 REQUIREMENTS!

EIS Super 703 Brake Fluid can operate in excess of 400° F without boiling, yet flows freely at minus 60° F. It works perfectly with all rubber and metal parts in the brake system and is miscible with brake fluids of equal quality. It will maintain its chemical and physical properties in today's high operating brake temperatures.



**companion product to EIS
Super-Quality Brake Parts!**

And remember...
MOST STATES REQUIRE
THE USE OF HEAVY-DUTY
SAE BRAKE FLUIDS!

Check fluid when you check brakes and refill with new EIS Super 703! Available in 12 oz., pint, quart and gallon cans as well as drums. Make sure you have EIS Super 703 on hand! Order from your EIS Distributor—it costs no more!

New ready! New Hydraulic Parts Catalog! Write for your copy today!

EIS AUTOMOTIVE CORP. MIDDLETOWN, CONN.

proximately below 25mph.

13.—With the accelerator pedal at light throttle, push in the drive button at approximately 15mph. (The transmission will upshift to direct.) Coast to a stop. The transmission should downshift at approximately 10mph. Check the quality of the downshift.

Hydraulic control pressure checks:

Line pressure:

Remove the pipe plug from the line pressure take-off hole located on the left side of the transmission case. Install gauge, tool C-2393 (300psi) at this point. See Fig. 9.

If line pressure is not correct, it may be adjusted by loosening the locknut on the adjusting screw (see Fig. 7) and turning the adjusting screw clockwise to increase or counter-clockwise to decrease line pressure. All line pressure adjustments should fall within the limits specified in the table shown for all the various pushbutton positions.

Line pressure adjustment must be made in drive position with engine at 800rpm and wheels free to turn.

Governor pressure:

Remove the pipe plug from the

Line Pressure Chart

Pushbutton Position	Rear Wheels	Engine Speed (RPM)	Line Pressure (PSI)
R	Free to Turn	1600	200-250
N		800	85-95
D	Free to Turn	800	90
2	Free to Turn	800	85-95
1	Free to Turn	800	85-95

Governor Pressure Chart

Pushbutton Position	Rear Wheels	Car Speed	Governor Pressure
D	Free to Turn	16-18mph	14psi
D	Free to Turn	29-35mph	45psi
D	Free to Turn	61-66mph	75psi

governor pressure takeoff hole located on the lower left side of the output shaft support. See Fig. 7. Install gauge, tool C-3292 (100psi).

Rear clutch apply:

Remove the pipe plug from the rear clutch apply pressure take-off hole located on the output shaft support. Install gauge tool C-3293 (300psi). The rear clutch circuit pressure should be checked simultaneously with line pressure. The

rear clutch apply pressure should not be less than a value of 15psi lower than line pressure (90psi in direct and 200 to 250psi in reverse).

Lubrication pressure:

Remove the pipe plug from the lubrication pressure take-off hole located on the left side of the transmission case (see Fig. 10). Install gauge, tool C-3293 (300psi at this point). With engine running at



800rpm in neutral, lubrication pressure should be approximately 10 to 30psi.

If the pressure is extremely high (above 50psi), it is a good indication that there is a restriction due to dirt or foreign matter in the lubrication passages.

Pushbutton control unit removal:

Remove the three screws holding pushbutton control plate. Remove plate, pushbuttons and light bulb. Then remove the two nuts holding the light bulb strap. The control can then be removed from behind the instrument panel, being careful not to kink the pushbutton control cable. If control unit is equipped with a backup light switch, use care when removing unit so as not to damage switch.

To remove the control cable, remove hairpin clip securing cable end to actuator. Remove the two screws holding cable assembly bracket to pushbutton control unit, then remove cable assembly.

Pushbutton control unit installation:

Install end of control cable on actuator and assemble hairpin clip. Place cable bracket on pushbutton control unit, install the two screws

and tighten securely. Carefully guide the unit into position from behind the instrument panel and install the light bulb strap and the two nuts on the pushbutton unit studs and tighten. Install the light bulb, pushbuttons and face plate. Readjust control cable at transmission, if necessary.

Gearshift control cable removal:

Engage 1 (low) button to place cable adapter spring lock in line with control cable adapter plug hole in transmission case. Remove the pushbutton control unit from the instrument panel as outlined under "pushbutton control removal." Remove cable adjustable mounting bracket on transmission. Remove cable adapter housing plug, insert screwdriver through hole and release the control cable spring lock, as shown in Fig. 11. While releasing the spring lock, remove cable. From front of dash, pull cable assembly and rubber grommet from dash panel.

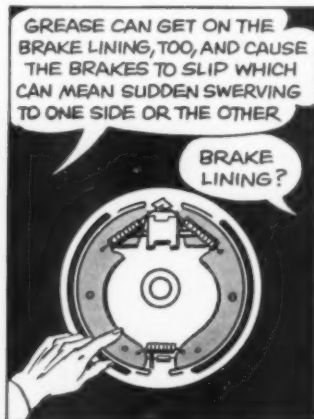
Gearshift control cable installation:

Place grommet on cable. From front of dash, install control unit as outlined under "pushbutton control installation." Install cable grommet into dash panel. Hold the



Pictured are Richard B. Young (left), vice-president in charge of sales for Southland Battery Co., Dallas, Texas, and Ben Duncan, factory representative for the firm in the Baton Rouge, La., metropolitan area. Young is presenting Duncan with the Man of the Year Award and checks totaling \$2,449.12 as an over-quota bonus.

reverse pushbutton in at full travel position. Insert cable into transmission manual lever adapter until spring lock engages control cable securely. Adjust cable as outlined under "pushbutton control cable adjustment."



Free FOLDER

Tells how you can make more money with C/R Oil Seals. Explains Big Bonus Oil Seal offer and new C/R front wheel installation tool kit. WRITE FOR FREE COPY TODAY!

WRITE FOR YOUR COPY TODAY!

...and remember **ALWAYS REPLACE—NEVER REUSE OIL SEALS!**

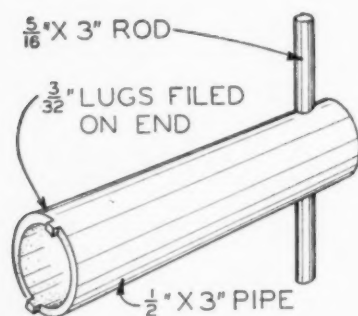
CHICAGO RAWHIDE
SERVICE SALES DIVISION
ELGIN, ILLINOIS



TIME SAVERS

Making Tool to Remove Wiper Arm Shaft Nut

HERE is a sketch of a tool made from 5/16 x 3" Ford brake rod and 1/2 x 3" water pipe with 3/32 notches filed on end, which we use for removing the slotted nut that



holds wiper arm shaft at the cowl.

This is a time saver when removing the vent grille to seal for water leaks at the cowl.—Emmett Thompson, Jr., Wallace Motor Co. (Lincoln-Mercury), 801 W. Innes Street, Salisbury, North Carolina.

Extending Door Switch For Interior Light

ON MANY occasions in order to make the door switch turn interior lights out, I have found it necessary either to readjust the door or glue a pad to it.

By pulling the switch out of the door jamb about 1/4", I can insert a "C" lock from a discarded U-joint between the switch flange and the door jamb. This will cause the door to contact the light switch more quickly.—James J. Weist, Service

Manager, Barkley Motors, Inc. (Edsel), 615 North Main Street, Gainesville, Florida.

6-Volt Timing Light On 12-Volt System

TO USE a 3-wire, 6-volt timing light on a 12-volt system, obtain a 50-watt wire-wound adjustable resistor, supplied by TV repair shops, and solder insulated wire and some battery clips on each end.

Clip resistor to each battery terminal. Adjust sliding scale with voltmeter, using scale terminal and hot side of battery. Place one wire for timing light on scale terminal, one to hot side of battery and one to spark plug and light is ready to use.—C. Kernaghan, 2324 Harris, Independence, Missouri.

Announcing the

CHAMP-ITEMS No. 205 AUTOMATIC CHOKE CONTROL HEAT UNIT

fits 1955-1958

**FORD • MERCURY
LINCOLN
THUNDERBIRD**



**REPAIR KIT FOR
AUTOMATIC CHOKES**

**ELIMINATES COSTLY
REPLACEMENT OF BURNT
OUT HEAT TUBES**

Simply drill a half-inch hole in manifold. No. 205 is SELF TAPPING.

Heat transfer opens choke exactly as original equipment.

**A PERMANENT REPAIR IN 15-20 MINUTES
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will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.

Repairing Damaged Wires On Mercury Wagons

ON THE 1958 Mercury station wagons the rear window, sometimes called the "tailgate glass," is operated by an electric motor inside the tailgate.

Trouble sometimes develops in the wiring and in most cases a short will be found near the tailgate hinge where the up-and-down movement of the gate has worn the insulation of the wires. The wires at this point pass through a flexible metal tube which ostensibly protects the insulation from abrasion but often fails in its purpose, doing more harm than good.

To repair the wires, it is necessary to cut them at some convenient point inside the tailgate and remove them from the flexible metal tube. Eliminate the metal tube and substitute a short length of heater hose, thread the repaired wires through it and clamp hose to tailgate with same clamp that held metal tube. Hose should protrude into hole in body far enough to allow movement when tailgate is moved up or down. Reconnect wires properly inside tailgate and the job is done.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Greasing Clutch Shaft On 1956-57 Chevys

OCCASIONALLY on the 1956 and '57 Chevrolets with standard transmissions and overdrive a popping noise occurs when the clutch pedal is pushed down.

The trouble lies in the clutch cross shaft or tube. These tubes do not have a grease fitting and no provision has been made for greasing them. To remedy this problem I drilled a hole in the center of the

tube and with a 1/8" pipe tap inserted a grease fitting in the tube, which can then be filled until the grease comes out around the ends of the ball sockets.—Newt Bonner, Bonner's Garage, 2409 Avenue E, Snyder, Texas.

Repairing Cord Assembly On Electric Antenna

OFTEN in checking an inoperative electric antenna, the nylon cord which raises and lowers it will be found pulled out of the

metal ferrule crimped around cord to attach it to the top section.

The proper repair is a new top section and cord assembly, but when that can't be found, a satisfactory repair may be made as follows:

Insert a punch of the proper size inside the ferrule and tap the outside with a small hammer to remove as much of the crimp marks as possible. Scrape and sand the cord until it is a push-fit into the ferrule. Then drill a hole (using less than 1/16" drill) through both

JOE'S SHOP — by GRAHAM HUNTER

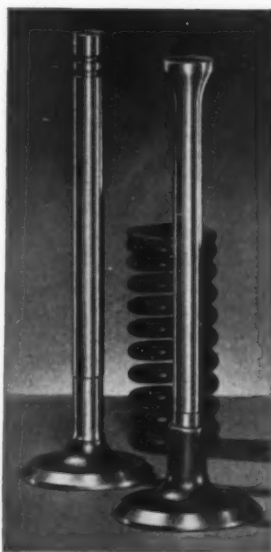


"I GOT NUTHIN' AGAINST YOU PERSONALLY, STRANGER — BUT DO YOU MIND TAKIN' THIS JOB ELSEWHERE?"

motor jobs turn out sweeter when you install...

Manley airchrome valves and springs

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Hirsig-Brantley Co., Jacksonville; J. S. Connell Co., Dallas.



Officers of South Carolina's first unit of Independent Garage Owners, chartered under the name of IGO Greater Charleston with a membership of 25, pose here. At extreme left is C. D. Bedenbaugh, executive secretary of IGO-Georgia. Others are (l. to r.): W. E. Merrill, secretary of the Greater Charleston unit; H. E. Coleman, treasurer; W. Athell Yon, president; Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America, and M. W. Crosby, Jr., vice-president at Charleston.



ferrule and cord. A small pin can be inserted through ferrule and cord, lightly riveted on both sides, then filed smooth to allow entrance into the second antenna section. Such a repair usually lasts as long as a new assembly.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Chevrolet Gives Tip On Headlight Aiming

CHEVROLET Division has issued the following bulletin on headlamp aiming:

On all cars equipped with Level-Air suspension, the engine should be running while aiming either the headlamps or an Autronic-Eye unit. This will insure an aim with the vehicle at operating height and trim.

Tarheel Ex-President Suggests Ad Saving

OUTGOING president of the Alamance County (N. C.) New Car Dealers Association, H. W. Ewing, Jr., of Ewing Motors, Inc. (Lincoln-Mercury), offers the following suggestion to other local associations:

"I would like to pass along one thing which our dealers' association inaugurated during the past year. Instead of each dealer buying advertisement in each individual yearbook, and other publications, we purchased an ad under the name of Alamance County New Car Dealers Association, listing the participating dealers.

"This was paid for out of our treasury. We subscribed to all the senior and junior high yearbooks, and many other publications, and it cost us less than \$300 as an association. Without this program, it would have cost at least that much per individual dealer. I would very highly recommend this program to other dealer associations."

First "Removable"

MOOG PH-152 for '58 Chevrolets
Patents Applied For
Goes On—Comes Off By Hand!

COMPARE THE MOOG PH-152 FOR...

- EASE OF INSTALLATION**—Install in 15 minutes!
- REMOVABILITY**—Take off by hand when not needed!
- WEIGHT DISTRIBUTION**—Spread over wide area!
- WASTE**—No good parts to discard!
- RIDE**—Easy ride, loaded or unloaded!
- GUARANTEE**—For life of car!
- COST**—Only \$29.75... why pay more?



Brake and Clutch Radio

(Continued from page 43)

man. Not that we wouldn't have one if we could find him."

Keithly interjected: "We borrowed an idea in part from General Electric. They say, 'Progress Is Our Most Important Product.'"

"Here at Brake and Clutch, we say, 'Service Is Our Most Important Product.' And radiotelephones have made it faster and better, helped us get our share of the business."

By piecing together the comments of the partners, one gets this impression of Brake and Clutch, when it comes to getting the business:

Starting in 1954, when the first radiotelephones were used, business volume has increased from 17½ to 20% annually.

April of 1958 was the biggest single month in history of the business.

Up through the middle of May, Brake and Clutch was 25% ahead of last year.

Starting in business in 1946, Brake and Clutch began looking for means of improving service late in 1953. In 1954 it made a deal with a rental service, installed two-way radio in three trucks. This service, somewhat like that of the telephone company, was not too satisfactory since the independent rental firm had other customers on the same wave length. There was always a delay in contacting drivers.

"Even that was better than the old method of having the driver call in from each stop," Keithly commented.

"However, it wasn't fast enough. We had to do something to expedite our service. It was not always convenient, in the old days, for the driver to use the customer's phone. Sometimes the customer didn't like it, since it tied up his phone.

Other Disadvantages, Too

"Then there were the other obvious disadvantages. Often a driver would hang up the phone after reporting and, before he could get three blocks, there would be calls for pickups right in that neighborhood. The rental system was an improvement over that condition, I'll agree.

"But we wanted something better. So, in 1956, we installed our own base station, with two-way phones in four trucks. In 1955 we added the fifth truck."

Randolph picked up the conversation there.

"From that point on our service improved. Faster and better. On many occasions a customer will call for a pickup and we will notify the nearest truck. Then we will chew the fat with the customer for a few minutes, as one will do. And presently the customer will laugh with satisfaction and surprise and say: 'Here comes your truck, rolling up right now.'"

Randolph thinks one of the biggest advantages in two-way radiotelephones, store to truck, is the ability to call back a driver who has forgotten something.

Drivers being human, they often leave the store without all their merchandise. This oversight is often noticed within a minute or two of departure and the driver gets a ribbing from a booming voice at the counter. But he can wheel back to the store without much waste of miles.

Those miles average about 500 a week per truck for Brake and Clutch. And the firm has used up

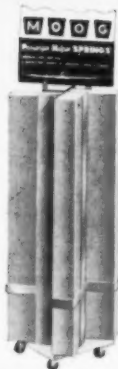
Passenger Car Overload

A bumper jack is all that's required to install or remove! Simply take weight off coil . . . MOOG PH-152 Overload slides on or off. Car owner can do it himself . . . use helper spring only when needed. Fits all '58 Chevrolet passenger cars and station wagons, except dual muffler. List price per set

\$2975

LIFETIME GUARANTEE

The PH-152 is guaranteed by MOOG for the life of the car on which it is installed!



Every Garage and Service Station should have MOOG PH-4 ASSORTMENT

Complete selling package includes 4 MOOG PH Overload Helper Springs, display rack and merchandising aids. See your Moog Jobber!



Moog Industries, Inc., St. Louis 14, Mo.



Some 300 dealers braved an all-day deluge of rain to attend the annual shock absorber meeting held last month at Truck Suppliers, Inc., Winchester, Va. Representative Jack Mitchell of Monroe Auto Equipment Co. presented the merchandising program, product film and an Indianapolis Speedway picture. The meeting has been an annual event of the Virginia firm for the past six years.



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TIRE & TUBE REPAIRS



DUAL-DUTY
for inner tubes and tubeless tires
New formula cushion-gum provides even surer adhesion than before. Complete size range for every need. Chemical vulcanization: use hot or cold.



DUAL-DUTY



**Nylon Cord Reinforced
TUBELESS TIRE REPAIR**
Prepare the tire... apply the patch, mount the tire... and GO! New lightweight patch has extra strength of 2-ply nylon... featuring chemical vulcanization.



DUAL-DUTY



**Tubeless
Tire Plugs**
Akro exclusive! Patented plug design seals casing thoroughly and safely. Chemical vulcanization "welds" repair to tire. Handy kit is "tire repair shop in a box" .. components available in bulk.



COMPLETE LINE!
Akro also offers a complete line of tire repairs and tube repairs for every need plus cements and accessories.

"AUTOMOTIVE SERVICE AND KNOW-HOW SINCE 1929"
THE BUXBAUM COMPANY Canton 1, Ohio

trucks at the rate of more than one a year. The 14th truck in 12 years is now in service and Randolph and Keithly consider that they have made a sizable investment in rolling stock over the years at \$2,500 per truck. That now includes radio equipment, overload springs and other accessories, some of which can be transferred from an old to a new vehicle. Trucks are not pampered here and, when one begins to run up repair bills, it is traded.

The radio "intercom" system of Brake and Clutch cost \$6,000, including a transmitting tower that rears its tip 156' above the store roof, or 187' above the ground.

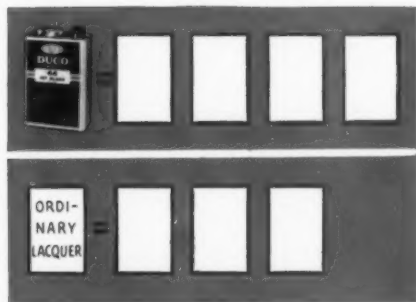
A loud speaker is mounted near the counter. Through this, drivers can get the attention of one of four persons—Randolph, Keithly, Hurschel Gant, head counterman and dispatcher, or his assistant, Roland Butler.

For communication with drivers, there are three microphones in the store—one at the counter and one each on the desks of Randolph and Keithly. When a call for a pickup is received it is entered in some detail on a blackboard behind the counter, including exact time at which the call was received.

If a customer should complain about the service, which is rare, it is easy to determine if the customer is merely impatient, or if there is actual delay.



Extra-black Du Pont blacks end matching problems ... trouble-free handling cuts job costs



"DUCO" JET BLACK LACQUER reduces 3 to 1—so one gallon gives four at the gun, compared with three for ordinary lacquer. And "Duco" is the blackest, glossiest lacquer you can get!

Here are blacks so black they end matching problems . . . so well made they solve spraying problems!

DUCO® Jet Black Lacquer dries extra-fast—lets you compound over-all jobs in four hours, touch-ups in two. And because of its high initial gloss, it needs less compounding . . . saves man-hours.

DULUX® Black Enamel is a beautiful heavy-duty finish that's ideal for hot-weather use because it is wrinkle-resistant. Even on humid days "Dulux" flows out freely and dries quickly to a bright wrinkle-free gloss.

So for real economy and top quality in enamel as well as lacquer, use Du Pont blacks—"Duco" Jet Black Lacquer . . . "Dulux" Black Enamel.

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106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

107 TOOLS—"Seven Step" booklet aids body repair man in modernizing his present repair equipment or shows him how to purchase equipment in various steps until a full set has been purchased. H. K. Porter, Inc., 74 Foley St., Somerville, Mass.

108 1957 EDITION OF 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS—Contains description of 12-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT—Catalogue, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808, Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

112 SOUND SLIDE FILM—entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

113 NEW BRAKES AND TIPS ON TROUBLE SHOOTING—A 24-page Grey-Rock booklet giving service information on brakes used on 1958 cars including the self-adjusting brake used on Mercury and the new Edsel, and the total contact brake used on cars in the Chrysler Corporation line. Also includes trouble shooting information on brakes on all cars, including older models. Grey-Rock, Manheim, Pa.

114 32 REASONS FOR OIL CONSUMPTION—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

116 TOOLS FOR AUTOMATIC TRANSMISSION SERVICE—Tools and illustrated instructions for servicing Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions are shown in a catalog supplement offered by Blackhawk Hand Tools, New Britain, Conn.

117 AUTOMOTIVE ELECTRICAL EQUIPMENT CATALOG No. D-200—Applies to automobiles, trucks, trailers, farm and industrial equipment. New 64-page catalog covers entire field of automotive switches, connectors, wiring accessories, etc. Voltage ratings are clearly specified in large type for all switches and other units. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

118 BRAKE SERVICE GUIDE—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installations—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 NEW GRIZZLY BOOK—Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance men to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes. Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

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122 TIRE RETRUNG—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retreating right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

123 AERO-SEAL HOSE CLAMPS—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps., Inc., 700 Liberty Ave., Union, N. J.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8½x11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures.) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

127 HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

129 TOOLS FOR FORDOMATIC AND MERCOMATIC TRANSMISSIONS—New 12-page catalog giving complete instructions with illustrations for all tools necessary to adjust and overhaul Fordomatic and Mercomatic transmissions. New Britain Hand Tools, New Britain Machine Co., New Britain, Conn.

130 VALVE CATALOG—A new 166 page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINER—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

137 DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 PLUG CHECK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

139 AIR COOLED ENGINE VALVES—A complete 8-page and cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawn mowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., Battle Creek, Mich.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available for Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 MOOG STREAMLINER CATALOG—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

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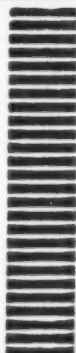
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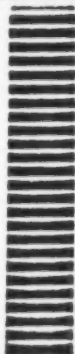
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(List page No. also company name if more than one ad on page)

My Name Position

Company Name

Type of Business

Street

City Zone State

HELPFUL BOOKLETS FREE!

142 1958 MUFFLER CATALOG SUPPLEMENT—Lists high efficiency mufflers and dual exhaust equipment for each model of 1958 cars. Grand Automotive Products, 2055 N. Ruby St., Melrose Park, Ill.

144 RADIATOR SERVICING EQUIPMENT—A new 48-page book "Blueprint For Profits" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

145 WHAT'S THE BIG DEAL IN TIRES—Informative color brochure tells tire dealers and service station owners how 3000 tire dealers all over the country are making more money on tires than they ever thought possible! How by buying direct-from-factory with the strongest backing in the industry; written unconditional road hazard guarantees up to 36 months, plus lifetime warranty. Vanderbilt dealers make more friends and build solidly for future business with an on-the-spot, no-red-tape, honor system adjustment policy. Vanderbilt Tire & Rubber Corp., 404 Fifth Ave., New York 18, N. Y.

146 HAND CRIMPING TOOL—Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N. J.

149 TIRE AND TUBE REPAIR MATERIALS are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

152 MODEL 911 ROCKER ARM REPAIRER—All technical data and operating procedures are contained in this bulletin. Also, advantage features of the Rocker Arm Resurfacer are clearly defined. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

154 BLUEPRINT FOR PROFIT—A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

155 MAKE MORE SALES ALL OVER THE LOT—Attractive 2-color folder shows how to increase gas, oil and TBA sales and turn new customers into steady. Pullman Vacuum Cleaner Corp., Dept. P, 25 Buick St., Boston 15, Mass.

156 BONDO PLASTIC FIBERGLASS PASTE DIRECTION FOLDER—8 pages of easy-to-follow, how-to-do a better body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied. Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

159 CONNECTING ROD RECONDITIONING—Bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

161 COMPLETE REBUILT LINE—A 122-page catalog covering a complete line of top quality rebuilt products for automotive and tractor units is now available to both present and prospective users of the Kimco line. For all information write Kimco Auto Products, 1520 Texas St., Memphis, Tenn.

162 BONDO SERVICE BOOKLET—ILLUSTRATED—Describes in complete detail application and uses of plastic-fiberglass filler for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

163 TIRE TOOL CATALOG—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

164 AIRTEX FUEL PUMPS—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

165 SPARK PLUG SERVICE & INSTALLATION MANUAL, FORM 7K—18-page booklet gives type, construction, size, heat range, and service procedure of spark plugs. Also deals with spark plug tools and special installations, analyzes service conditions, gives hints on selling spark plugs, etc. Champion Spark Plug Co., Toledo, Ohio.

166 CYLINDER HEAD STOCK REMOVAL CHART—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

167 1958 HEADLAMP AND SERVICING GUIDE—Includes information on following: 4 headlamp systems, aiming instructions, installation instructions, servicing directional signals, lamp specifications on all domestic and foreign cars and trucks. Tung-Sol Electric, Inc., 95 8th Ave., Newark, N. J.

168 CRANKSHAFT GRINDER MANUAL—A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

169 YOUR ANSWER TO VAPOR LOCK—New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Fil-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

170 TO TRUE OR NOT TO TRUE—8-page illustrated booklet gives practical advantages of tire truing. Shows you how tire rounding increases tire mileage and how this can be a profitable business for you. Bee-Line Co., Davenport, Iowa.

171 ILLUSTRATED CATALOG of test equipment for 6 and 12-volt Automotive Testing and Servicing. Allen Electric & Equipment Co., 2101 N. Pitcher St., Kalamazoo, Mich.

172 A-1919 FUEL PUMP SHOP MANUAL—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. E. Jambor, AC Spark Plug Div., Flint 2, Mich.

173 HYDRAULIC PARTS—Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Eis Automotive Corp., Middletown, Conn.

174 OIL SEAL POSTER—Second in a series to help you better understand the value of oil seals and the need for replacing with new seals. The colorful 9" by 25" posters are done in cartoon strips for easier reading and have several illustrations showing importance of tight seals to good vehicle braking. Chicago Rawhide Mfg. Co., Service Sales Div., Elgin, Ill.

175 A-1920 SPARK PLUG SHOP MANUAL—Contains inspection, cleaning and installation procedures as well as spark plug heat range system. E. Jambor, AC Spark Plug Division, Flint 2, Mich.

176 AXLE SHAFT GUIDE—Valuable free guide gives causes and preventions of axle shaft failures. The U. S. Axle Co., Inc., Pottstown, Pa.

177 A-2356 SERVICE TIPS BOOKLET—On spark plug removal and installation. E. Jambor, AC Spark Plug Div., Flint 2, Mich.

178 A-2416 OIL FILTER INSTALLATION AND SERVICE MANUAL—E. Jambor, AC Spark Plug Div., Flint 2, Mich.

179 A-2446 CHART—(In full color.) Illustrating "What Your Spark Plugs Can Tell You About Your Engine." — E. Jambor, AC Spark Plug Div., Flint 2, Mich.

180 THE LAMSON NO. 56-A AUTOMOTIVE CATALOG—Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and Nuts—Brass Nuts, Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

181 WHEEL COVER CATALOG NO. 57—Covers complete line of wheel covers in sizes to fit 14", 15" and 16" wheels. Namsco, Inc., 333 31st Ave., Bellwood, Ill.

185 SERVICE ENGINEERING BROCHURE—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

186 FILTER CATALOG—Offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., 43 River Road, N. Arlington, N. J.

187 BRAKE PRODUCTS—Booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Raybestos 7-point brake check. Raybestos Div., Bridgeport 2, Conn.

188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100-DB—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

191 VMC GENERATOR—New 12-page generator, starter, and armature specification and application folder for passenger cars and trucks including 1957 models. The VMC System, Atlanta 18, Ga.

193 WIRE AND CABLE CATALOG—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

194 TWIN POST LIFT WHEEL ALIGNMENT OUTFIT—Illustrated 8-page catalog shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

195 1958 SALES "PORTFOLIO"—Contains catalog sheets on YANKEE'S new "Duet Series" Mirrors, Boat Trailer Lamps and Water Ski Mirror, All-Chrome Truck Mirrors, mirrors for foreign and sports cars, and other service items. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.

196 AIR COMPRESSOR CATALOG—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various types of compressors, components and accessories. Ask for Catalog No. 734-2. Weaver Mfg. Co., Springfield, Ill.

197 SPARK PLUGS—Condensed four-page specification folder for passenger cars, including 1956 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

198 SERVICE JACK CATALOG PAGE—Model WA-66, 1½-ton and 1½-ton service jacks are fully described. Light weight of these models makes them ideal for road service trucks and away from shop service. Includes complete specifications. Weaver Mfg. Co., Springfield, Ill.

HELPFUL BOOKLETS FREE!

199 20-TON CAPACITY FLOOR JACK CATALOG PAGE—Fulfills need for floor type jack with greater capacity than has been previously available. Includes specifications on construction, capacity and service. Weaver Mfg. Co., Springfield, Ill.

200 FREE WHEEL LIFTS AND ROLL ON LIFTS CATALOG PAGES—Two pages give dimensions, capacity and other pertinent information about these two Weaver products. Weaver Mfg. Co., Springfield, Ill.

201 TWIN POST LIFT ADAPTER REQUIREMENTS—Gives definite instructions on which adapter is needed for various passenger car models. Adapters described are required for all 1957 model cars. Weaver Mfg. Co., Springfield, Ill.

206 THE SERVICE STORY ON SHOCK ABSORBERS—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.

207 1957 BRAKE SHOE CATALOG—With illustrations of brake shoes and their proper application, etc. — National Brake Block Corp., 79 Madison Ave., New York 16, N. Y.

210 COLUMBUS SHOCK ABSORBERS—Complete catalog of Luxury-Ride and Velvet-Ride lines, including type needed for front and rear of each make, year and model car—plus numerical parts listing, installation, bushings and washer information. Heckethorn Mfg. & Supply Co., Dyersburg, Tenn.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

216 "BEHIND THE SCENES"—Facts and figures on how heavy duty ignition parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

217 ROUGH IDLING—CAUSE AND CORRECTION—4-page bulletin lists common causes of rough idling and points out corrective measures to be taken. Includes explanation of how and why gum forms in carburetor and what steps are necessary to remove gum deposits. Gumout Division, 2600 Lisbon Rd., Cleveland 4, Ohio.

219 HOMESTEAD HOISTER—Folder describing truck and auto front-end lifts, showing many applications of combining speed and safety. Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Penna.

221 HYDRAULIC JACK REPAIR KITS are explained in detail in a new illustrated folder on JACK PACK hydraulic jack repair kits. For your free copy write Jack-Pack Mfg. Co., 2115 N. Marianna Ave., Los Angeles 32, Calif.

222 "WHAT PRICE QUALITY"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

225 THE "CAMEL COOLIE" VENTILATED SPRING CUSHION four-color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.

226 OIL LEAK DETECTOR—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

227 FUEL PUMP TROUBLE SHOOTING—Clearly describes and illustrates correct procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four page pamphlet also includes complete fuel pump pressure specifications and car application data. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

230 SIOUX TOOLS—New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers, Valve Cleaners, All-Angle Drill Kit, Electric Screwdriver Sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grinding Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 3100 Lowell Avenue, Sioux City 2, Iowa.

232 NEW MUFFLER TOOL INFORMATION—Tool cuts through mufflers without use of chisels, saws or torches. Made of light weight construction, it fits from 1 1/2" to 2 1/2" pipe. Muffler Products Corp., 2808 Crawford, Houston 4, Texas.

233 BATTERY REPLACEMENT, BATTERY BUSINESS, BATTERY MERCHANDISING—For Battery service information, a 27-page Association of American Battery Manufacturers Battery Replacement Data Book, an A.A.B.M. 1958 edition of Battery Service Manual and A.A.B.M. Precautions Chart, "Handling of Acid Electrolyte," Independent Batt. Mfgs. of Amer. form ADV-1 "Does Your Battery Bear This Sign?" form ADV-2, "The I.R.M.A. Plan for Manufacturers, Jobbers and Dealers," and form ADV-6, "Which Battery Shall I Buy—Wet or Dry—Both Are Good." Yocum Batteries, Inc., P. O. Box 1124, Tampa, Fla.

257 RUBBER PRODUCTS—A condensed catalog designed for parts reference just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts and rubber bushings. Doan Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

262 OIL FILTER SELLING AIDS—Wix-O-Matic, the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N. C.

267 AUTOMOTIVE BEARINGS—Catalog 50-CB—a 68-page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 540 S. Mills Street, New Castle, Pa.

304 ILLUSTRATED FOUR-PAGE COLOR FOLDER—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

305 KOTAFIN CRANKSHAFTS INCREASE BEARING LIFE—A new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of

most early bearing failures, and how the KOTAFIN process prevents them, also lengthens bearing life. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

314 WAGNER BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

315 BETTER IGNITION by Delco-Remy —16-page, 8 1/2 x 11-inch booklet covering theory, operation and maintenance of Delco-Remy Ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

323 BRAKE LINING—A new 18-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., P. O. Box 346, New Castle, Ind.

335 POWER AND MANUAL LUBRICATION IN THE FIELD is fully described in Lincoln Engineering Company's new catalog No. 75. Catalog contains all newest types of grease guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 5708 Natural Bridge Ave., St. Louis 30, Mo.

336 NEW FILKO IGNITION PARTS CATALOG—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

338 AUTO LAMP SERVICING GUIDE—Illustrated and handy reference with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave., Newark 4, New Jersey.

345 HYDRAULIC BRAKE WALL CHART—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Ela Automotive Corp., P. O. Box 701, Middletown, Conn.

361 NEW "QUICK REFERENCE" GAS-KET CATALOG—Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Felt Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

363 MOTOR LIFE EXTENSION—A Tune-Up Digest plus periodic service bulletins on Fuel Pump testing and maintenance, Voltage Regulators and Ignition tune-up. Descriptive information on Fuel Pumps with the Lifetime Bunalon Diaphragm, Fuel Filters and Ignition Parts. Motor Life Extension Institute c/o Kem Mfg. Company, 20-21 Wagaraw Rd., Fair Lawn, N. J.

410 NEW AIR BRAKE MAINTENANCE BULLETINS—Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

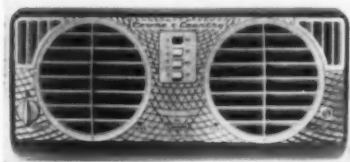


NEW PRODUCTS AND CATALOGS

800—Air Conditioners

Air conditioners consisting of 3 basic units, the "Champion" and the "Clipper," which are under-the-dash units, and the "Adventurer," which mounts in the trunk, have been announced by Clardy Automobile Air Conditioning Co., 1728 Layton St., Fort Worth, Texas.

Pictured is the "Clipper," which features pushbutton controls, auto-



matic clutch and 2 squirrel-cage blowers with a 3-speed control. The blowers force a more even flow of cool, dehumidified air into the car with less noise, according to the manufacturer. Unit is encased in a charcoal cabinet with chrome front. Metal case is lined with Rubatex to isolate vibration and to insulate the case.

Want more info? Use coupon on page 97 and you will get it!

801—Hoist Manual

A 24-page instruction manual, "Lifting Foreign Cars on 'Frame-Contact' Hoists," compiled from actual lifting tests performed in its laboratory and containing easy-to-follow instructions for spotting and positioning small cars on the H-shaped superstructures of frame-engaging lifts, with photographs showing vehicle approaching hoist, with hoist adapters swiveled to proper position and also after vehicle has been lifted, including diagrams illustrating wheel-spotting for Ford and GM overseas models, as well as a number of foreign models, has been published by Globe Hoist Co., E. Mermaid Lane at Queen St., Philadelphia 18, Pa.

Want more info? Use coupon on page 97 and you will get it!

802—Ball Peen Hammer

A ball peen hammer, guaranteed unbreakable, with head and handle forged in one piece from tool steel and no welds, joints or pins to loosen or break, has been introduced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

Laminated grip reportedly is genuine sole leather which will not loosen from the shaft and is not affected by sweat, gasoline or oil under normal conditions. One-piece construction provides perfect, permanent

balance for easy, non-tiring swings, it was claimed.

Want more info? Use coupon on page 97 and you will get it!

803—"O" Rings

Industrial grade and special specification "O" rings, available in polyethylene-lined sealed packages, packed in a shelf carton for simplified handling, have been announced by Chicago Rawhide Mfg. Co., 1301 Elston Ave., Chicago 22, Ill.

Rings are also available in bulk where large quantities are required in a broad range of sizes. Recommended for general automotive purposes, including transmissions and brake systems, they are designed to give tight seals under pressure, according to the manufacturer.

Want more info? Use coupon on page 97 and you will get it!

Introducing PURITAN Heavy Duty Brake Fluid



New Puritan Heavy Duty Brake Fluid is the economical answer to today's high temperature requirements. Contains Puritan's traditional quality ingredients that assure trouble-free, heavy duty performance. Order Puritan Heavy Duty Brake Fluid through your NAPA jobber today!

Puritan Super 60



The finest brake fluid available... meets or exceeds SAE Specifications 70R3 and 70R1.

Meets or exceeds
SAE Specification
70R1

HEAT RESISTANCE exceeds SAE Specification 70R1

RUST RESISTANCE exceeds SAE Specification 70R1

VISCOSITY exceeds SAE Specification 70R1

STABILITY exceeds SAE Specification 70R1

COMPATIBILITY meets SAE Specification 70R1

OLIN MATHIESON CHEMICAL CORPORATION
Automotive Products Department • Baltimore 3, Maryland

804—Valve Seat Inserts

Valve seat inserts, color-keyed for easy identification and individually packaged in hermetically-sealed plastic bags to keep them free from dust, dirt, rust and corrosion, have been introduced by Aluminum Industries, Inc., 3670 Werk Road, Cincinnati, O.

Inserts are made in 3 types, each of different material. The I-1000 series, made of molybdenum alloy and coated with green dye, is recommended for engines not originally equipped with valve inserts. The I-3000 series, chrome cobalt alloy coated with blue dye, is used in heavy-duty engines that were factory-equipped with this type of in-

sert. The I-7000 series, of chrome molybdenum alloy coated bright red on the outside diameter, is manufactured for engines which operate under severe conditions.

Want more info? Use coupon on page 97 and you will get it!

805—Fuel Control Device

A fuel control device, designed to save gas, boost engine performance and stop flooding, has been introduced by AC Spark Plug, Division of General Motors, Flint 2, Mich.

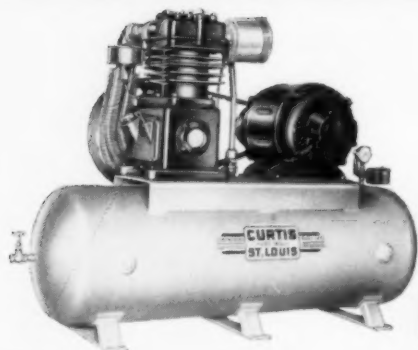
"ACon-o-Mizer" is a fuel pressure regulator mounted between the fuel pump and carburetor. Unit weighs 12 ozs. and is designed for installation



at garages, car dealers, service stations and other automotive outlets. It cuts fuel pressure at idling or normal cruising speeds and increases pressure when it is needed for extra bursts of speed, according to the company. Regulator reduces idling pressure to 134 lbs., it was claimed.

Want more info? Use coupon on page 97 and you will get it!

YOU get More for YOUR Money in a *Curtis* Air Compressor



and here's why!

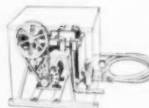
1. Positive Unloader unloads compressor whenever it stops... Not affected by power failure.
2. Fully enclosed Vacuum Type Crankcase... keeps oil in—keeps dirt out.
3. Other Important Features—Timken Main Bearings; Adjustable, Centro-Ring, Pressure Oiling; Curtis-Built ASME Tank with ASME Safety Valve.
4. And 104 years of manufacturing experience "built-in".



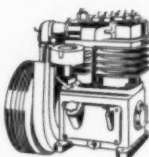
For complete information write for Catalog #C-100.



AUTO LIFTS
SINGLE AND
TWO POST



HIGH PRESSURE
CAR WASHER



INDUSTRIAL
AIR COMPRESSORS



AIR HOISTS
AIR CYLINDERS



PACKAGED AND
REMOTE AIR
CONDITIONING
EQUIPMENT

CAN COUNT ON
REMEMBER...
104

Curtis

OUR 104TH YEAR

**MANUFACTURING CO.
PNEUMATIC DIVISION**

CM-19

1938 Kienlen Ave. St. Louis 20, Mo.

806—Carburetor Gauge Sets

Carburetor gauge sets, each including up to 10 gauges, making possible—with original factory-recommended specifications—any of the various adjustments necessary to modern carburetors, have been introduced by Kent-Moore Organization, Inc., 28635 Mound Rd., Warren, Mich.

Each set is strung on a quickly-identified bead chain in the order recommended for instant use and designed to follow the manufacturers' service manuals and reference sheets for factory-perfect tune-ups. There is a separate set for models of Rochester, Stromberg and Carter carburetors—2- or 4-barrel models, dual or triple types. Each is made of tool steel with clear, easy-to-read permanent markings for accurate readings.

Want more info? Use coupon on page 97 and you will get it!

807—Vacuum Cleaner

An easy-to-handle, inexpensive hand-size combination vacuum cleaner and blow gun, operating with full venturi action off the regular air compressor, without a motor, has been announced by Big Four Industries, Inc., 5938 Carthage Ave., Cincinnati 12, O.

Entire unit weighs 2½ lbs. and has no suction hose since dirt is blown into a bag attached to the cleaner. A push of a button changes the vacuum to blower action for dislodging dirt from hard-to-reach places.

Want more info? Use coupon on page 97 and you will get it!





First and Foremost

FOR HIGH COMPRESSION ENGINES

FITZGERALD GASKETS

- Performance proven . . . the best answer to the need for stronger, tougher gaskets for modern high compression engines.
- For replacement trade and original equipment, FITZGERALD Gaskets have stood the test of time since 1906.
- Sold throughout the world.
- The name "FITZGERALD" stamped on every gasket is your guarantee of satisfaction.

GREASE RETAINERS • CORK GASKETS • FITZ-RITE TREATED FIBER GASKETS
FOR OIL, GASOLINE AND WATER CONNECTIONS
COMPLETE SETS FOR MOTOR REBUILDERS

THE FITZGERALD MANUFACTURING COMPANY
Torrington, Connecticut

BRANCHES AND WAREHOUSES

LOS ANGELES, CALIF.; CHICAGO, ILL.

CANADIAN FITZGERALD LTD., TORONTO, CANADA



FITZGERALD
Gaskets
SINCE 1906



808—Wire, Cable Catalog

An automotive wire and cable catalog, containing complete and current passenger-car, truck and tractor data, as well as applications for the more popular sports and foreign cars, and including many new and improved products such as silicone-insulated engine compartment wires for high-temperature applications, additional colors and larger spools of braided primary wire and heavy-duty twine braided primary wire, has been published by Belden Mfg. Co., 4647 S. Van Buren St., Chicago 44, Ill.

Want more info? Use coupon on page 97 and you will get it!

809—Battery Cable

"Fostercode" battery cable, carrying a specially-developed coating covering the terminal and a portion of the cable (or strap) leading to the terminal, has been introduced by The Crescent Co., Inc., 20 Central Ave., Pawtucket, R. I.

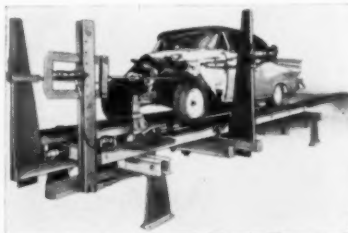
The coating is said to be highly resistant to acids, alkalis, alcohols and oxidizing agents and has better abrasion-resistant qualities than metals. It reportedly gives battery cable a life 4 to 10 times longer than that of conventional cables. Users, it was claimed, have found they can eliminate the costly, time-consuming job of applying grease or sprays designed to retard corrosion.

Want more info? Use coupon on page 97 and you will get it!

810—Body-Frame Straightener

A body and frame straightening machine, said to make possible correction of both frame and body damage at the same time through use of "Power Towers" and attachments, has been announced by Bear Mfg. Co., Rock Island, Ill.

The rack itself is 20' long and 112" wide with 2 "Power Towers" which



are movable and attach to the rack step beams and transverse beams for any between-the-runways or side pulls. The "towers" extend to a height of 54" above the runway and permit pulling at various levels and angles to reach practically any section of the car body, it was claimed. The other "Power Tower" runway standard is attached with 2 tension rods for setups in line with the runways at either the front or rear of vehicle. Runways are adjustable in any car width to handle small foreign cars as well as conventional cars. The "108-12" is available in both flush-

or floor-type models.

Want more info? Use coupon on page 97 and you will get it!

811—Heat Pump

A heat pump for converting its automobile air conditioners into heating or cooling units within 10 seconds by a flick of the switch has been announced by The Lo-Merc Corp., 2402 Houston Blvd., Houston, Texas.

The controlled hot air comes direct from the air-conditioning unit heated by the hot refrigeration gas from the compressor, instead of from the manifold heat or radiator water, as in many combination heaters. Heat pump is a special set of valves which reverses the normal air-conditioning cycle with a flip of a switch and assures positive moisture removal in both summer and winter, according to the manufacturer.

Want more info? Use coupon on page 97 and you will get it!

812—Carburetor Guide

A 32-page carburetor identification guide with over 200 illustrations of most passenger-car carburetor models in use today, and containing a cross reference table converting the original carburetor number to its catalog number, has been published by Champion Parts Rebuilders, 1314 West 21st St., Chicago 8, Ill., it was announced last month.

Want more info? Use coupon on page 97 and you will get it!


BULLETIN

MR. MECHANIC:

The owners of the following cars are having trouble with vapor lock, gasoline fumes and poor general performance during hot weather driving:

FORD—MERCURY—LINCOLN—CHEVROLET—OLDSMOBILE—CHRYSLER

Here is the trouble maker:


The trouble fools many mechanics because it only occurs when the engine is a little overheated, such as — in heavy traffic (Stop & Go), pulling a long hill, starting after brief stops (you know how the engine heat will raise when you first stop and the car is hard to start again immediately). Bear in mind, all these cars have nearly the exact same heat tube in the exhaust manifold to feed hot air to the automatic choke. The air passing through this original heat tube gets super hot and heats up the choke housing and adjacent carburetor body with extreme temperature, causing gasoline to boil, creating vapor lock and producing gasoline fumes. The BPS Choke Stove being mounted on the outside of manifold does not deliver this terrific hot air making for the above conditions, but it will supply just the right amount of air at correct temperature. The Choke Stove is guaranteed to perform to satisfaction or your money refunded.

SEE YOUR JOBBER

BRAKE PARTS SPECIALTY

1914 West Washington Blvd.

Los Angeles 18, Calif.



PANG
the modern
tire repair
miracle!



"MIRACLE VULCANIZER" makes heat pressure techniques obsolete. Your profits are higher with PANG because you need NO EQUIPMENT and LESS TIME to make these repairs: sections and spots and patching. The Bond created with PANG is impervious to heat, moisture and most acids. PANG products include — tube and section patches, valves, tread rubber, cushion rubber, white-wall rubber and tubeless tire puncture repairs. Dept. TBA 3.

Permanent bond

Any size tire

No distortion

Guaranteed Stock

AUTOMATIC

VULCANIZERS CORP.

16 Hudson Street, New York 13, N.Y.
Distributorships open —
protected territories

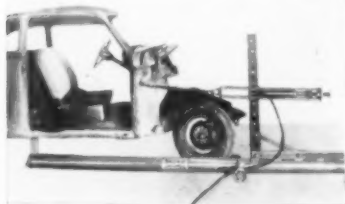
WAREHOUSE DISTRIBUTORS:

Universal Self-Vulcanizing Co.
7340 Hudson Blvd.
North Bergen, N. J.
Fred Fox
67-14 Utopia Parkway
Flushing 65, N. Y.
Chemi-Cure Co.
30 Shrewsbury St., Worcester, Mass.
Pang Vulcanizing Supply Co.
Howard City, Mich.
Refreaders Supply Inc.
P. O. Box 4688, Atlanta Ga.
R. H. Brock & Co.
707 Cumberland Dr.
Winchester, Tenn.
Waters Rubber Co.
1336 Bayard St., Baltimore 30, Md.
Webster Rubber Co.
607 W. Fifth Street
Charlotte, North Carolina
C. P. Bogart Co., Ltd.
377 East Broadway
Vancouver 10, B. C., Canada
Melim Service & Supply Co., Ltd.
333 S. Queen St., Honolulu, Hawaii
Herb Hansen & Co.
Clintonville, Wisc.
Rubber Incorporated
2411 S. Michigan Avenue
Chicago 16, Ill.
Self Inc.
450 Lincoln St., Denver 3, Colo.
Dakota Auto Parts Co.
311-313 N. Phillips Ave.
Sioux Falls, S. D.
Pang Vulcanizing Products, Ltd.
115 Gloucester Grove,
Toronto, Ontario, Canada.
Bob Bismore
Morgantown, W. Va.
Lord Tire Supply Co.
1517 Mission Street
San Francisco 3, Calif.
Harry F. Fornare
Room 412 New York Bldg.
St. Paul, Minn.
Pang Sales Association
P. O. Box 181, Lansing, Ill.
Akron Tire Supply Co.
224 E. Exchange St.
Akron, Ohio

813—Body Correction Tool

"Jiffy Pull," a self-aligning body correction tool for one-man operation, to be used with a 10-ton ram, has been announced by Bee Line Co., whose address is P. O. Box 569, Davenport, Iowa.

Mounted on wheels, tool can be rolled into place and hooked up in a



matter of seconds, it was claimed. Height of pull reportedly may be quickly adjusted for various body corrections from roof to floor panels. The 5½" tubular frame is 11' long. High alloy steel construction purportedly produces maximum strength for body corrosion and minor frame work. All slack is removed from the hookup by a convenient mechanical adjustment to utilize each full stroke of the ram, according to the manufacturer.

Want more info? Use coupon on page 97 and you will get it!

814—Automatic Choke Kit

A repair kit for automatic chokes on 1955-58 Ford, Mercury, Lincoln and Thunderbird automobiles has been announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14.

Said to effect a permanent repair in 15 or 20 minutes, the "No. 205"



may be installed by drilling a half-inch hole in the manifold. Unit is self-tapping and heat transfer opens choke exactly as does original equipment.

Want more info? Use coupon on page 97 and you will get it!

815—Ammeter, Oil Gauge Kit

An ammeter and oil pressure gauge kit, said to offer drivers peace of mind in knowing exactly the amount of oil pressure and rate of charge without depending on flashing indicator lights which merely signal operation, has been introduced by Accurate Products, Inc., 135 N. Spring St., Indianapolis 2, Ind.

Gauges reportedly eliminate the

possibility of battery failure or ruined motor due to a burned-out indicator bulb. Kit features 2 high-quality dampened gauges on a chrome panel to fit all cars and is mounted on a 2-color counter display card with installation instructions carried on the back.

Want more info? Use coupon on page 97 and you will get it!

816—Shop Welder

A low-cost AC transformer type arc welder for body, garage and service station shops, which can be used for welding, cutting, hole-burning, hardsurfacing, soldering, brazing and heating metal for easy bending and

forming, has been announced by Hobart Brothers Co., Troy, O.

The "Hustler" is rated 180 amperes at 25 volts on 20% duty cycle. Operating voltage is 230 single phase, 60 cycles, with a tap provided for operating on the low 208 line voltage when such power voltage exists. Welding and cutting selection is made by plugging the electrode cable into one of nine receptacles arranged in a circle on the output panel. Ground cable plugs into one of two receptacles in the center of the panel for high or low range of welding current, it was announced.

Want more info? Use coupon on page 97 and you will get it!
(More New Products on page 108)



**order caps
NOW
for fall needs**

Early fall . . . late fall . . . who knows? But when the surge of winterizing business comes, you want to be ready. Don't get caught short. Order **Stant Caps** now! Have an operating Tester, too. Be ready to test every vehicle's cooling system and cap . . . to replace defectives. Build customer good will and profits.

Write for catalog to
STANT MANUFACTURING CO., INC.
Connersville, Indiana
... naming your jobber.

used on America's Finest Automobiles as
Standard Equipment for a generation



Give your customers **ANSWERS...NOT ARGUMENTS!**

TELL THE WHOLE STORY...

Let's face it. "Engine trouble" also means "bearing trouble"—almost always. Worn bearings cause other parts to function improperly and fail prematurely. Check the new Monmouth Bearing Service Chart... it will pinpoint trouble—confirm your own analysis—educate your customer—and help you sell the benefits of your complete engine service.

SELL THE COMPLETE JOB...

The Monmouth Bearing Chart *tells* the story and *sells* the job. It backs up your own good judgment... builds confidence in your customer... explains

and illustrates the *causes* of bearing failure—the *effects*—and the recommended *remedies*.

FIX IT ONCE AND FIX IT RIGHT...

"Re-ring jobs" and "valve grind jobs" are only a part of what's really needed. Bearing replacement is an essential part of the cure. The "MBS" CHART is *accurate—authentic—convincing and conclusive*. Use it to lay out the job as it *should* be done. And Monmouth Bearing quality will enable you to guarantee your workmanship and customer satisfaction. Get in touch with your N.A.P.A. jobber. He has a chart for you... at no obligation on your part.

Monmouth

ENGINE BEARINGS

CLEVITE SERVICE

Cleveland Graphite Bronze
Division of Clevite Corporation
Cleveland 3, Ohio



*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation



Sweetest Sound
IN THE
**MUFFLER
BUSINESS!**

Grand
QUIET-TONE
HI-EFFICIENCY
FIBERGLASS

MUFFLERS
TURBO-JET DIFFUSER

Gives Acceptable Sound Level
... Maximum Horsepower

Plus
NEW
EXCLUSIVE

TD*

THERE'S EXTRA PROFIT

for you in these high-efficiency, low-cost mufflers! GRAND "Quiet-tone" quality engineering and construction give your customers full power, smooth sound. Get your full share of muffler sales—stock and install GRAND "Quiet-tone"!

***Thermo-Dynamic
HEAT FLOW**

The only fiberglass muffler engineered with flow of heat for faster dissipation and evaporation of rust-producing exhaust condensates.

NATIONALLY ADVERTISED

in leading auto magazines
Send for big FREE Catalogs and Selling aids today!



**AUTOMOTIVE
PRODUCTS**

Dept. 5AJ, 2055 N. Raby St.
Melrose Park, Illinois

**CARBURETOR CLEANING
THE QUICK AND EASY WAY**



Clean any carburetor without removing it from the engine! GUMOUT and the easy-to-use

GUMOUTER Service Kit does the entire job in just 20 minutes.

No fuss . . . no bother . . . and a better tune-up job . . . with GUMOUT—the World's number one carburetor cleaner. You can offer a new service that saves time . . . increases profits . . . makes happy customers. Order GUMOUT and the GUMOUTER Service Kit from your jobber today. Or, if he can't supply you, write direct to us.



GUMOUTER No. 610
\$3.45 with
LIFETIME Guarantee

GUMOUT DIVISION

Pennsylvania Refining Company
2688 Lisbon Road, Cleveland 4, Ohio

New Products

(Continued from page 105)

817—Parts Catalog

A catalog featuring ring and pinion gears, transmission gears and differential cases and internal parts, plus transmission small parts kits and a military section on transmission, transfer case, front axle and rear axle parts, has been published by Detroit Bevel Gear Co., Division of Napco Industries, Inc., Seventh St., North Lyndale, Minneapolis 11, Minn.

Want more info? Use coupon on page 97 and you will get it!

818—Throttle Control Kits

Two throttle cruising control kits, designed to aid the driver during long trips on open stretches of highway, which can be used on all popular V-8 cars, trucks and buses, on the 6-cylinder Plymouth and Dodge, De Soto and Chrysler models, have been announced by Accurate Products, Inc., 135 N. Spring, Indianapolis, Ind.

The control adjusts automatically to any speed, it was claimed, and disengages the instant brake pedal is touched. No foot pressure is required on accelerator except for passing and increasing speeds. Car returns to the set rate of travel after being disengaged with a touch of the toe. Kit provides greater gasoline economy and is simple to install and operate, according to the company.

Want more info? Use coupon on page 97 and you will get it!

819—Box Wrenches

Reversible ratchet box wrenches, sold individually or as sets of 3, 4 or 5 wrenches in white plastic kits, have been announced by K-D Mfg. Co., Lancaster, Pa.

Made of alloy steel with 10 popular size hex openings from 1/4" to 1 1/8",



wrenches range in length from 3 7/8" to 9 3/16". Each wrench is made with 2 popular size combinations. Ratchet teeth are closely spaced to permit short stroke in tight working conditions and extend beyond housing so a screw or nut can be started with the finger.

Want more info? Use coupon on page 97 and you will get it!

820—Stabilizing Unit

"Safety Control," an automobile

stabilizing unit that is attached to the rear of the car to reduce skidding, side-sway and broadsiding, and to give the driver greater comfort and security under all road conditions, has been announced by International Precision Manufacturers, Inc., Nielsen Professional Building, P. O. Drawer 4255, Carmel, Calif.

Want more info? Use coupon on page 97 and you will get it!

821—Cap Lines

Full lines of radiator pressure caps, regular and locking gasoline tank caps, oil filler caps and a cap and radiator pressure tester have been announced by Eaton Mfg. Co., 65th St. and Central Ave., Cleveland 10, Ohio.


The self-contained, single-unit cap and radiator pressure tester permits testing of pressure caps, as well as entire cooling systems, without extra adapters. Locking gas caps and oil filler caps are precision-engineered to manufacturers' original equipment standards, according to the company.

Want more info? Use coupon on page 97 and you will get it!

822—Helper Springs

Helper spring assortment consisting of 4 of the most popular sets of its "PH Overloads" for passenger cars and station wagons, shipped in a handy display rack, has been announced by Moog Industries, Inc., 6565 Wells Ave., St. Louis 14, Mo.

Want more info? Use coupon on page 97 and you will get it!



"\$3,969 IN 1 MONTH Repairing Radiators!"

"My Inland equipment and the wonderful job it does has attracted nearly a \$4,000-a-month volume!"
—Neyland's Auto Paint & Body Works, Baton Rouge, La.

"We are going at the rate of \$16,000 a year!"—McRill Auto Service, Twin Falls, Idaho. "\$13,904 in 9 1/2 mos."—McCain-Richards, Monroe, La. Many do as well or better. Why don't YOU get into this Big Income business? 20,000,000 Radiators Need Servicing Yearly! And with today's engine power increased, and the cooling capacity decreased, radiators will require more service than ever before! Here's a business with a growing future! Inland, the industry's leader, offers equipment, training, Pays-For-Itself purchase plan—advertises nationally to attract radiator servicing business to Inland-equipped shops. Mail coupon!

INLAND MFG. CO.

1108 Jackson St., Dept. SA-7, Omaha 2, Nebr.

World's Largest Manufacturer

of Radiator Servicing Equipment

"SOLD EXCLUSIVELY BY MAIL"

FREE TRAINING SCHOOL

Factory school trains you or your man quickly: Cleaning, repairing, recoring, pricing, everything! FREE to Inland customers.

WRITE INLAND MFG. CO., Dept. SA-7, 1108 Jackson St., Omaha 2, Nebr. Please send new free book, "Blue Print For Profits."

FIRM

(PLEASE PRINT)

ADDRESS

CITY

ZONE STATE

BY

TITLE

If dealer, make of car sold.

Are you now operating a radiator dept. ☐ Yes ☐ No



The New K. O. Lee Valve Guide Reaming Sets

Designed to service late model engines which have valve guides cast as part of the cylinder head. In this new type head, it is the valve which has to be replaced. This is accomplished by reaming out the valve guide for oversize stem valves. Most of the engine and valve manufacturers now offer at least three sizes of oversize valves.

The Lee Reamer Guide provides a true alignment with original guide bore using Lee Self-expanding pilots. The reamer is held rigid with reaming bushing during reaming operation. Simple to operate and extremely accurate.

Special sets available to service Ford, Mercury, Lincoln, Chevrolet, Plymouth, Dodge, DeSoto, Chrysler.

R55 Reseater Power Drive adapts to these valve guide reaming sets.

Clip ad to your letterhead and send for Literature.

K. O. Lee Company, Aberdeen, S. D.

823—Muffler Cutter

A muffler and tailpipe cutter, adjustable from $\frac{1}{4}$ " to $2\frac{1}{2}$ " for all popular passenger cars and light truck needs, has been announced by Rinck-McIlwaine, Inc., 16 Hudson St., New York, N. Y.

Suitable for work in close quarters or at bench, tool has 4 sharp cutters.



Centered handle allows fullest possible swing, it was claimed. Cutter weighs 1 lb. 4 ozs.

Want more info? Use coupon on page 97 and you will get it!

824—Oil Seal Kit

A tool kit for gauging and installing front wheel oil seals, furnished in a heavy metal box with a card inside the lid showing which tool number to use for each make and model passenger car and commercial truck, has been announced by Autocraft Products Co., 866 Kaynynne St., Redwood City, Calif.

The kit provides 5 double heads, 10 sizes in all. Each side of the head can be used for gauging and installing oil seals. The driver is of the plug-in type with no threads to damage and no need for adapters for the various sizes, the manufacturer said. Head consists of metal cores covered with impact-resistant plastic skin. Weight of the cores in each head absorbs hammer blows and the oil seal drifts in smoothly, it was claimed. Plastic skin provides desired dimensions as well as a smooth finish.

Want more info? Use coupon on page 97 and you will get it!

825—Seat Vibrator

An automobile, truck or bus seat vibrator to be installed underneath seat springs for gently vibrating the driver and front seat passenger to stimulate blood circulation, relax muscles, etc., has been announced by The Relax-A-Brator Co., 205 Arthur St., P. O. Box 7013, Fort Worth, Texas.

A dashboard-mounted switch gives easy access for turning on and off, as it is recommended to be run only 3 or 4 minutes at a time. Device is said to be especially well suited for the traveling man or woman and for over the highway truck and bus operators.

Want more info? Use coupon on page 97 and you will get it!



This **DIXISTEEL** Building
COST ONLY \$3.32 A SQUARE FOOT
 Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

There is a DIXISTEEL Building to suit your needs—from the smallest, to large, clear-span multiple units covering any area desired.

Contact your nearest DIXISTEEL Building dealer or write for descriptive literature and details.

- Eight standard widths—30' 40' 50' 60' 70' 80' 90' 100'
- Lengths can be any multiple of standard 20' unit
- Sidewall heights 10' 12' 14' 20'
- Multiple units of virtually any width, height, length

HOME OF
DIXISTEEL
 PRODUCTS

FREE ESTIMATES • NO OBLIGATION

Steel Building Division
Atlantic Steel Company

575 14th St. Atlanta, Ga. • TRinity 5-3441

Promoting Shop Sales

(Continued from page 37)

man's family and then about the car. If any difficulty has arisen to estrange the customer from the shop, this is the time it usually comes out.

About 30 follow-up postcards are sent out a day. The service department also has a postcard with a return postcard to be detached inquiring whether service has been satisfactory. Only customers who have spent over \$10 on service re-

ceive this postcard, and about 80% of the 25 mailed daily bring a written statement from the customer.

A special board in the shop designed to display these written statements from customers is hung prominently near the cashier's desk, inviting customer reading. Both the board and the practice of letting others read what customers have written have won favorable comment.

If a customer complains and correction is made, within three

days he is phoned to comment on his car's performance. It is a goal of Olmstead Motors to ascertain whether there has been complete customer satisfaction.

Sometimes a customer may be phoned by two departments of Olmstead's within a few days of each other. That is because the sales department and the management are constantly in touch with customers who have bought cars. A call from the sales department is a follow-up after that personal note he receives.

Within five days after the car sales has been made, the salesman calls the customer to inquire how he likes his new car. A second call by telephone is made in 30 days.

"Catching the customer soon after he has bought his car gives us the opportunity of making any corrections he wishes," said Peck. "It assures him that we are behind that car sale 100%. A customer is most enthusiastic during the first few weeks. Neighbors and friends look over his new car. It is during this time he is most likely to get us prospects."

He's Phoned Tri-Monthly

Thereafter, the new-car customer is phoned every three months by the salesman to learn how the car is operating for as long as he retains the car. (This practice includes used-car customers.) Occasionally a customer moves out of town or relocates in the area, and still Olmstead keeps in touch with him by letters.

Peck signs a personal letter inquiring among other things how well the man's car is running. If he knows the customer quite well, he inquires about the family, his occupation or other topics of interest they may have discussed. Recently a customer who moved to North Carolina dropped by to remark on the continued interest of Olmstead through direct mail.

In addition to individual letters Olmstead Motors has about five mailings a year. In three mailings of 1,200 letters each it inquires of the embassies about the operation of present cars being used and describes the features of the current models. It welcomes an appointment to show the letter recipient cars in the showroom, check up on the present cars, or correct any needed defect on a new car bought from the company. Olmstead also approaches professional groups of people in the community who use its cars a good deal for business, like doctors and lawyers. Two mailings a year go out to these

3 WAYS BETTER! COATS NEW 3-STAR TIREMAN

Developed by the pioneers and leaders in the tire equipment field, this newest Coats achievement is specially engineered for greater speed, easier operation, and longer, trouble-free service three important features that have always made Coats Tire Changers the No. 1 Choice of dealers from coast to coast . . . tested and recommended by all leading tire and oil companies.

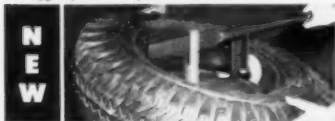
3 PROFIT-MAKING ADVANTAGES



CAM ACTION for super leverage. Engineered to give 50% more leverage, 30% more lift. Any tire, 12 to 21 inches, conventional or tubeless, can be handled easily.



SCREW-TYPE HOLD-DOWN for fast, positive locking. A twist of the wrist locks or unlocks it. Ruggedly cast for years of use.



ROLLER ACTION for faster, safer mounting and dismounting. No prying or scuffing. This famous Coats development has been tested and proved on millions of tires around the world.



STILL ONLY
\$129.50
Factory Price



ROLL-A-WAY BASE
OPTIONAL

Yes, you still get America's leading tire changer for just \$129.50. Write for new, free literature today!

Address Inquiries
Department #901.

GENERAL OFFICES: 12 DEPOT SQUARE . . . ENGLEWOOD, NEW JERSEY
MIDWEST OFFICES: 900 N. Lake Shore Drive, Suite 804, . . CHICAGO, ILLINOIS
WESTERN DIVISION OFFICES: 3453 Cahuenga Blvd. . Los Angeles 28, Calif.

groups.

Postcard mailings cost approximately 4¢ per postcard, a return postcard costing 8¢ per piece. A mailing of 1,200 letters amounts to approximately \$50.

"Isn't it worthwhile to any dealer to retain a customer with a 4¢ postcard?" asked Peck. "Isn't his comment on how he feels about your service worth an 8¢ postcard? Whether we spend \$5 a day on mailings or \$5 a week, we find it infinitely worthwhile. Good feeling is established between company and customer."

"It is the continuity of our interest by letter and phone call that keeps all of our customers coming back. Together they forge a personal link of good-will between us that neither newspaper nor radio could replace."

Longer-Lasting Battery

(Continued from page 49)

tery is its color. Instead of black, the unit is white with touches of gold and red to encourage car-owner interest at the point of sale.

The battery has been undergoing rigorous tests by taxis and other fleet operators at several points over the country for more than a year, company officials revealed. One Cleveland, Ohio, taxi fleet reportedly has been using the new unit for nine months where the usual batteries had been failing after about four months' use, according to Robert Price, Auto-Lite's merchandising manager for batteries.

Being made available in three models, all 12 volts, it contains a pound less lead and its over-all weight is approximately a pound and a half less than other comparable-size batteries. As with an increasing number of batteries, it will be available dry-charged.

"Monolithic" construction developed by the company's battery research engineers evolved from an analysis of the many points at which ordinary batteries suffer damage in severe service. One of the first standards for the new battery that was established by the analysis was a permanent seal of cover to case.

A seal leak can cause severe corrosion of the hold-down and perhaps corrosion of adjacent accessories under the hood of the car as well as container distortion and failure. Less obvious, but potentially producing more damage, is the fact that acid on top of a buried link battery provides a path for intercell leakage. This electrical

leakage will result in discharge of individual cells and may result in severe corrosion of parts of the connector so that an open circuit will occur.

Through the use of a stroboscopic light engineers established a second important standard for the elimination of mechanical failure—firmly anchored plates and separators.

The movement of the battery element within the container was studied with the use of a stroboscopic light. This study established

that there was movement of the element and the individual element components within the battery container when the ordinary battery was placed on the vibrating machine. At times the plates and separators actually bounced on the bottom of the container.

Active material is lost from the vibrating plates and, in falling from the plates, forms hard pellets that abrade the adjacent separators while being shaken to the bottom of the container. This

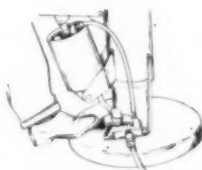
The Newest and Best

ALL STAR COATS TIREMAN

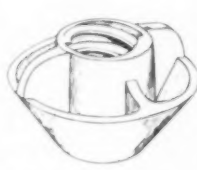
IT'S AIR POWERED

Just new on the market, but already acknowledged as the leader of air-powered tire changers . . . that's the All-Star Coats Tireman. There are no time-wasting gimmicks . . . just a rugged, precision-engineered machine that will change all size tires — 12 to 21 inches, tubeless and conventional — faster and easier than anything else yet designed.

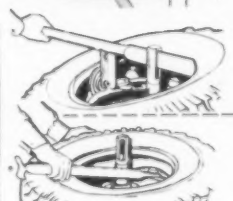
YOU GET...



AIR-POWERED BEAD LOOSENING by just pressing the foot pedal. Gently but firmly loosens toughest beads.



NEW SCREW-TYPE HOLD DOWN with just a twist of the wrist. Most rugged and trouble-free hold down yet devised.



ROLLER ACTION MOUNTING . . . DISMOUNTING as recommended by tire engineers. No prying or scuffing. *Combination Tool is a bonus extra!

LIBERAL TRADE-IN ALLOWANCE



NEW TOOL



New Combination Take-Off and Put-On Tool available for present Coats models and other tire changers with center posts. \$15.00

GENERAL OFFICES: 12 DEPOT SQUARE . . . ENGLEWOOD, NEW JERSEY

MIDWEST OFFICES: 900 N. Lake Shore Drive, Suite 804, . CHICAGO, ILLINOIS

WESTERN DIVISION OFFICES: 3453 Cahuenga Blvd. . Los Angeles 28, Calif.

WRITE FOR FREE LITERATURE, ADDRESS INQUIRIES DEPT. 901.

abrading results in holes in the separators that again permit shorting of the plates.

Although Auto-Lite research had established that plate-destroying vibration was the major cause of battery failures, it was only the recent development of special thermosetting resins that enabled them to design a maximum strength battery that met the three standards their research had set.

The power producing plates in the new unit are protected by fiberglass and are firmly anchored in place with a new thixotropic material. This material forms an integral bond between the plates, separators and container that eliminates the possibility of the elements and separators vibrating at frequencies different than that of the container, thus eliminating vibration damage.

Robertson, King Radio

(Continued from page 42)

seven trucks, might even be using eight. A bare truck costs \$1,500, not to mention the expense of operation. That expense item, incidentally, is what prompted us to investigate and then install radiotelephones.

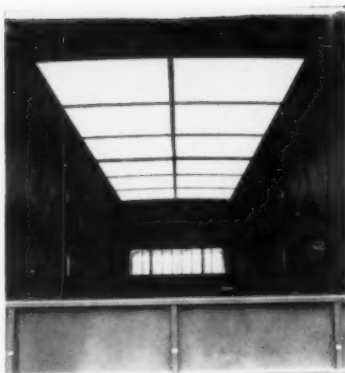
"But first let me illustrate what radiotelephone and constant contact with delivery trucks can do for the service of an automotive wholesaler, especially if he operates within a radius of about 15 miles in a metropolitan district such as Dallas.

"And remember, service is all we have to sell. Our competitors have what we have. The only way to get more business is with better salesmen or better service. And good salesmen are hard to find.

"Let's assume that one of our trucks, without radiotelephone, has just made delivery 15 miles from our store. The driver calls in by conventional telephone, but we have nothing for him, tell him to come on in.

"Within seconds after that conversation is completed, a customer calls. He wants us to pick up a cylinder head for reconditioning. This customer is within two blocks of the point from which the driver reported. But we have lost contact completely. The driver who reported comes on into the store, we send him back and have 45 miles of driving that could have been avoided.

"Or, let's assume that a driver drops off some merchandise for a customer who is busy at the mo-



Illuminating truck interiors for easier freight handling and added safety has been solved through use of fiberglass-reinforced plastic panels, manufactured in California. Epoxy resin is used to affix the durable, weather-resistant translucent panels to the truck body.

ment. The driver leaves. Thereafter, the customer checks his order and finds it is the wrong merchandise. He has been waiting for that merchandise and is highly disturbed. But we have no contact with the driver. Much later, we must send him back-tracking, while the customer's temperature rises by the minute.

"What a difference there is with radiotelephones. We wonder now how we ever got along without them."

Truck operation expense, which doesn't vary much, was broken down by Robertson and King, with the discovery that the average cost was \$600 per month or \$7,200 annually on the basis of an average of 2,000 miles per truck per month. That figure includes the man, upkeep, depreciation, insurance—everything. Five of the six trucks were doing more than that many miles; the sixth was a shop truck, did not see such gruelling service.

So Robertson and King began looking for ways and means of producing better service from the cost of keeping trucks rolling. At about that time a telephone company representative happened in, suggested his own service. Later, after analyzing the situation, he recommended a different service. After investigation, Robertson and King decided to start with radiotelephones in four trucks, expected additional needs.

"Total costs of the radiotelephone system were \$4,700," said Robertson.

"That includes the basic station

here in the store, 120' tower on the roof, all the equipment. For \$40.50 per month we get a type of warranty service on all the equipment. Sometimes we don't see the serviceman in weeks, occasionally there is trouble. But for that fee, the company that sold and installed the equipment will maintain it in working order.

"On one occasion we got mixed up with another Dallas firm. They were getting our conversation and we were getting theirs. This was soon straightened out.

"There is no permit cost involved in such an operation. We were assigned a call number — station 10A0753 — and this number is prominently displayed on the dash of each radiophone truck. The trucks, of course, are identified by number. By calling his number, we can contact any driver.

"Behind our counter, mounted high, is a loud speaker. Anyone on the counter can hear a driver when he calls in. Then, whoever is available picks up one of the radiophones, mounted beneath the counter top.

Private Conversation Possible

"When this receiver is removed from its cradle, the action automatically cuts off the loud speaker. A private conversation can be carried on between counter and driver. This is an advantage because there is no point in having everyone in the store, including customers, listening in on the conversation."

None of the Robertson and King trucks is identified by company name. Why?

"I've had a lot of people ask me that," said Robertson.

"There are several reasons. First, everyone is inclined to cuss a company truck. Second, many other drivers would just as soon ram a company truck, if so identified, whereas they show more respect for a truck that appears to be privately owned. Finally there is another reason that could have an effect on our sales volume.

"Let's assume a competitive salesman is talking with one of our good customers, trying to get some of our business. Our customer is loyal to us, wants to continue to do business with us, but does not want to offend our competitor. So, in order to get out of a tight spot, he tells a little white lie, saying 'really, I don't buy much from anybody.'

"And at that point in the conversation a Robertson and King

truck rolls up to make delivery. Our good, loyal customer is embarrassed into making a purchase from our competitor.

"Those are the reasons we don't put our name on our trucks."

Build Customer Trust

(Continued from page 32)

quality of work he can expect from our shop comes from what he sees when he first drives in. If he finds a well-organized shop that looks like quality, he immediately thinks that work in this shop should be far better than average.

If this impression is followed up by immediate attention of a service supervisor, who knows the product and who can analyze any malfunctioning unit, then we are still gaining his confidence.

But, suppose the service advisor doesn't know the product. He listens to the customer and mumbles a few thises and thats and says, "We'll have it ready at five o'clock."

Now, what about the customer? Sure, you send him down town in the courtesy car. But what does he think about on the way down and all day. . . "Does the shop have the

knowhow to fix it. . . Should I have taken the car somewhere else to be corrected?"

He is doubtful and lacks confidence and, frankly, the service advisor did nothing whatever to gain the customer's confidence.

This is why every shop must make a special effort to give every customer plenty of evidence of the shop's interest in his trouble and its ability to do the job right.

Suppose we look at the way the customer should be handled in order to gain his confidence. This time the service advisor pays careful attention to everything the customer has to say.

If the customer thinks it's "under the hood trouble," the hood is raised to take a look at and listen to the engine.

Interest is shown in the customer's complaint, the advisor's interest, action and words instilling confidence, and the customer leaves the car feeling that it is in the hands of capable repairmen who really know their business.

The few extra minutes spent in examining what the customer thinks is wrong are far better than just writing the repair order as the customer outlines, only to find out

(too late) that the trouble was not corrected.

There are a few "Do's" and "Don't's" which, if followed, will help gain confidence:

Do have a neat, clean shop.

Do have someone greet the customer at once when he drives in.

Don't let him wait around (remember, we all like attention). He may drive out and go to some other shop. Then make a correct diagnosis and, whenever possible, tell him what the job will cost (make it a little high and he will feel better about it if the bill is less than quoted).

Don't spend his money without authority.

Don't list more operations than can be performed by the time promised.

Do see that each operation is correctly performed and that each unit works or functions as it should.

Do have an adequate office force. Don't keep the customer waiting in line to pay a repair bill.

Do have the glasses, steering wheel and floor mats clean when the car is delivered to the customer.

Do deliver it promptly.



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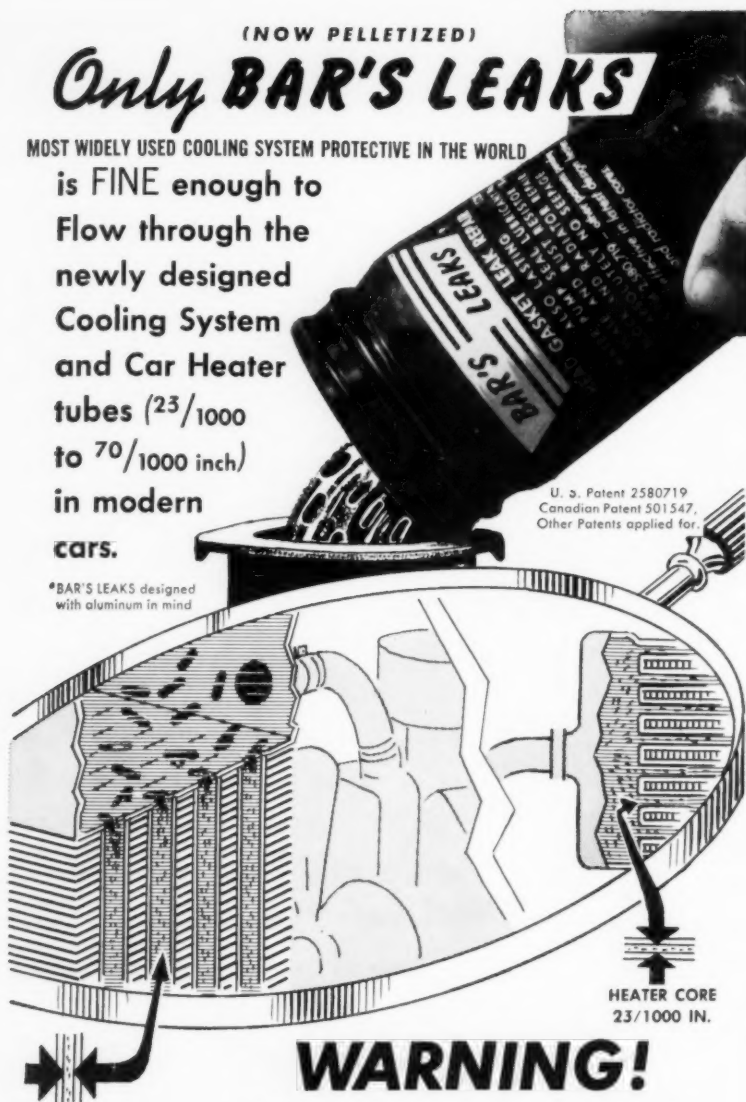
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is FINE enough to
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newly designed
Cooling System
and Car Heater
tubes (23/1000
to 70/1000 inch)
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*BAR'S LEAKS designed
with aluminum in mind



RADIATOR CORE
70/1000 IN.
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SERVICE STATIONS — DEALERS

Only BAR'S LEAKS meets the cooling system specifications of every automobile manufacturer as to fineness of ingredients and required protection.

Be on the alert! Many other sealer inhibitors contain coarse, bulky material. They clog the tiny new-car tubes of radiators and car heaters (23/1000 to 70/1000 inch). Fail to circulate. Fail to protect. As a result, aluminum components become pitted, harmful rust and scale develop, and seepage endangers vital metal parts. Remember, if you ruin a car, you're responsible.

Improved BAR'S LEAKS, now pelletized, dissolves to particles 15/1000 inch and smaller. BAR'S LEAKS circulates freely through the smallest heater and radiator cores. Only BAR'S LEAKS provides the required protection — inhibits rust and scale — seals all leaks in gaskets and porous metal. BAR'S is a **MUST!** Write for literature. Tells how you can qualify as a certified cooling system expert.

Cash in on BAR'S for a lucrative repeat business.
Available through automotive jobbers, service stations, auto goods stores.

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Oldsmobile Owners Order More Air Conditioning

COMPARATIVE sales figures, based on both factory- and dealer-installed air conditioners, indicate that more 1958 Oldsmobile owners are ordering their cars equipped with air conditioning than at any other time, according to Jack F. Wolfram, Oldsmobile general manager.

In terms of production, Wolfram said, this means that approximately one out of every eight 1958 Oldsmobiles is equipped with air conditioning as compared with one out of every 11 over the same production period last year.

Japanese Car Makes American Debut

INTRODUCTION of a four-door passenger car, the "Datsun," manufactured for the American market by Nissan Motor Co., Ltd., in Japan, has been announced by Datsun Motors, Ltd., Queens, N. Y.

The car, which will be sold nationally, reportedly features light car economy — 40 miles per gallon — with the heavy weight required for comfort and road stability. It embodies a water-cooled, four-cylinder, overhead-valve engine, seven to one compression ratio, synchromesh transmission, 12-volt electrical system, 87" wheelbase, 32' turning radius and 41" interior headroom.

Dodge Wagon Sales Rise 10.7% over Last Year

ORDERS for Dodge station wagons account for 13.5% of 1958 production, an increase of 10.5% over last year, according to General Manager M. C. Patterson.

Four-door station wagons are preferred by an almost 12 to one ratio over the two-door models, Patterson said, representing 12.1% of total production.

Chevrolet Division Makes 39 Millionth Vehicle

ITS 39 millionth vehicle, a Corvette convertible painted Anniversary Gold in commemoration of the 50th anniversary of General Motors Corp., was produced last month in St. Louis by Chevrolet.

The Corvette was displayed at Chevrolet's new major supply depot at suburban Hazelwood alongside a 1918 model made the year Chevrolet began operations in St. Louis.

Alabamians Will Push Legislation For Car Inspection and Brake Fluid

THE Automotive Wholesalers' Association of Alabama will renew efforts in the next state legislature (May 1959) for legislation requiring automobile safety inspection and banning sale of sub-standard brake fluid.

Resolutions to that effect were adopted at the association's annual convention in Birmingham June 16-17.

"Both measures are non-political and strictly for safety's sake," said Executive Secretary John W. Rooney. "The brake fluid bill would have cleared the last legislature but got snagged in a late filibuster. We confidently expect it to pass next time.

"As for auto inspection, we definitely do not want one garage or group of garages favored. We want the car owner to be able to choose any reputable garage, and any established auto repair shop should be able to qualify."

D. E. Schmeling, sales manager of Carter Carburetor of St. Louis, substituting for Dudley Bragdon, also of Carter, made these points in one of the main addresses:

1.—The trend in the years ahead will be to greater specialization in automobile service.

2.—Oil companies have recognized the potential of tune-up jobs

at service stations and are now considering same. Wholesalers were advised to watch closely.

3.—Wholesalers must keep close tab on their internal operations as well as the industry as a whole; they must stay flexible and abreast of developments.

4.—The outlook for the industry is good because today's more complex units will require more service; today's car owner is keeping his vehicle longer and requiring more service.

Some conventioners sounded a call to manufacturers to keep their catalogs up-to-date with price changes.

H. B. Truslow, Richmond, Va., wholesaler, was reported ill and unable to deliver one of the principal addresses.

Texan Opens Lancaster Store

Terry Automotive Supply of Dallas, Texas, has opened a branch store at 210 West Park Place Drive, Lancaster, according to J. Kenneth Terry.

ABC bearings and Standard ignition have been added to the line of J. C. Hamilton Co., Tulsa, Okla., according to J. S. Chalmers, sales manager.

N. Jack Rhodes (left), general manager of Genuine Parts Co., Birmingham, is the new president of the Automotive Wholesalers Association of Alabama, succeeding D. B. Jones of Opelika. Other officers are (l. to r.): Carl Kennedy of Tuscaloosa, vice-president; Jake Woolfolk of Montgomery, treasurer, and John W. Rooney, renamed executive secretary.



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65% Report Higher Sales; Declines Leave Some Respondents Cheerful

SALES volume the first five months of this year was up over 1957 for nearly two-thirds of the wholesalers over the South and Southwest answering a questionnaire mailed to 350.

Sixty-five per cent reported an upturn, 21% found their volume down and 14% listed the same business as for the same period of last year.

Some respondents were not unhappy over their declines. For example:

From a well-known Miami, Fla., house—"We were down one per cent. I consider this good."

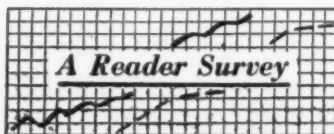
From a Kentuckian—"Our sales are down 17.1%. It is worth it to keep prices from continuing to rise. We are certainly getting a breather from changing price sheets and we are still making money."

Then there were reports such as from a Houston executive whose volume was up 2½% and he commented: "Don't talk 'recession.' Work!"

A Kansan said his sales were up 20% for "no special reason we know of."

A New Orleans company reported it did not know how its volume had fared "but it's not good."

On the other hand, north of that city in Louisiana's capital of Baton Rouge an official reported an upturn of eight per cent. "May 1958



was the largest dollar-volume month we have ever had," he added.

From a small Virginia town came a report of a decline of 15% but "business is picking up" there, it was reported.

A Tennessean has found that each month this year has witnessed a rise in sales over the same month of last year, with an average of ten per cent for the first five months.

Curtailement of operations by textile mills damaged some companies' chances of increasing sales. One South Carolinian said his business was down 25%.

The weather got blamed in some localities. At Atlanta, Ga., an official said his volume was down ten per cent. He added:

"We attribute this primarily to the inclement weather we experienced during the first three months of this year. During April and May our business exceeded the same two months of 1957. However, our volume for the first three months dropped considerably.

"The newspaper write-ups of a current recession had an effect on



J. W. "Bill" Walters, formerly zone manager at Charlotte, N. C., for United Motors Service Division of General Motors, has been promoted to the Washington, D. C., office. One of the best-known factory men in the Southeast, he is a director of the Southeast Automotive Show. His successor at Charlotte is Hal Gunlock, formerly of the Dallas, Texas, UMS office.

sales as too many buyers were hesitant to take advantage of special offers on advance buying.

"We are, however, looking forward to an over-all increase in sales over 1957."

One well-known Louisiana company reported:

"Our volume is just about equal to last year, but we have added another salesman and another driver to keep our business at the same level. Our profit is down slightly because we have tried to cut expenses as much as possible.

"With conditions as they are, if we can equal last year's volume and profit we will be satisfied."

A Mississippian was up 31%—about 20% in the main store and about 11% added by putting on a branch.

A Texan whose sales were up five per cent said his major problem was "distributors trying to make jobbers out of dealers. Distributors are making jobbers out of garages, body shops and other small businesses. We think a jobber needs to travel two or more salesmen and have at least three countermen before he becomes a jobber."

A Tennessean forwarded newspaper clippings telling of a movement to require cooperatives to pay federal tax on earnings. It's time, he said, that something like this should be done. In some areas of that state farmer and labor union cooperatives have been directly competing with jobbers, even advertising in newspapers, radio and TV.

Roland Johnson, past president of the Alamo Automotive Booster Club No. 48, San Antonio, Texas, is shown presenting a check to little **Chuck Kenworthy** of the United Cerebral Palsy Treatment Center. Looking on are **Harry Spear**, club's vice-president, and **Jack R. Singleton**, center's executive director. The check represented proceeds from the club project of renting chairs at the recent Battle of Flowers Parade, an annual event in San Antonio. Space for the chairs was provided by **John Hoving**, manager of Motor Parts Depot in that city.





This fourth branch was officially opened at Myrtle Beach, S. C., last month by MacMillan & Cameron Co., Wilmington, N. C. Measuring 30' frontage and 100' depth, the unit is managed by Paul Batten. Other employees are Elwood Cheers and E. D. "Shorty" Doxey, the latter shown here at the counter. Other branches are situated at New Bern, Lumberton and Jacksonville, N. C.

Floridian Counters Discounters Through Plain-Spoken Policy

TO DISCOURAGE "chiselers" on discounts and over-the-counter arguments, Reid Auto Supply of West Palm Beach, Fla., has dispatched the following bulletin to customers—posting it also in the store:

"To protect legitimate automotive dealers and to eliminate any confusion about our prices, we are publishing the following rules. There will be no exceptions.

"Those who qualify for wholesale are:

"Any Florida-licensed automotive business, such as service stations, garages, car dealers, auto accessory stores, marine stores and hardware stores that stock automotive items, manufacturers of products that may require the use of some of the items that we stock, fleets of trucks (such as large dairies and transfer companies) who have their own garages and full-time mechanics.

"We allow dealer prices only to those who are in business, stocking and selling the type of automotive items that we offer for sale.

"A business must be a potential volume customer in order to qualify for wholesale prices. This eliminates the person who has some business, other than automotive, who tries to buy items for his own use at a discount. When we buy furniture, groceries, clothing, appliances, etc., we cannot and do not expect to get them at a discount as we are not in that type of business.

"To protect the owners of these

businesses, we have added these precautions. We have set up in our files a card for each business that qualifies for wholesale prices. On this card we list the only ones that are eligible to buy for the business, which are the owner or the manager and the parts buyer. We cannot sell to any other employees of the business unless he has a purchase order signed by the manager, or the manager authorizes us to place his name on the buyers' list.

"We also will not honor notes or calls from dealers, such as: 'Let this man have this item at our price, since we do not stock it.' We will not sell to your customers at wholesale. Please do not ask us to make any exceptions as it always backfires and gets us into trouble with some dealer who trades with us and does stock the item.

"To enable you to make this sale to your customer, we will gladly make a special delivery to your place of business, so you can sell it to your customer. We suggest that you make a profit on it. It is the only way anyone can stay in business.

"We are sure that all dealers in automotive products will understand that these rules were set up to protect their business and we hope that you will cooperate with us and profit by them."

David Egan is the new representative for Milwaukee Electric Tool Corp., serving from his headquarters at Nashville, Tenn.



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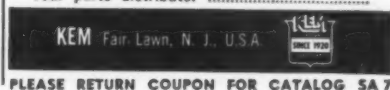
The Lifetime Būnalon Diaphragm — a single Bonded thickness of Dupont Nylon woven cord fabric and Būna rubber, produced exclusively for Kem fuel pumps to withstand this tremendous punishment.

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PLEASE RETURN COUPON FOR CATALOG SA7



All but several members of the Southeast regional group of Automotive Affiliated Representatives were on hand when this photo was made at Atlanta recently.

C. Y. "Doc" Strausz, seated in center, is director of the group and J. T. "Tom" Clark, seated at far left, is co-director. Photo was taken at regular meeting of unit.

Tampa Firm Closes Up Week for Vacation

BOB Deriso of Tampa (Fla.) Auto Parts, Inc., last month alerted customers to the closing of his firm for a full week's vacation with this letter:

"Last year we closed our store for a period of one week so that all our employees could take their vacation at one time.

"With the cooperation of all our accounts, this worked out so well that we are going to close again for a one-week period. We will close at noon on June 14 and remain closed until 8 a.m. June 23.

"Please anticipate your needs for the period that we will be closed so that we may take care of your requirements the week before closing and, if you will notify all of your departments of the period that we will be closed, it will avoid disappointment.

"We greatly appreciate your valued patronage in the past and you may rest assured we all will be

back on the job Monday . . . to render the service you desire and to which you are entitled."

Commented Deriso:

"I have found it is the one sure way to avoid the errors and lowered service which usually occurred when we attempted to split shifts and assign tasks to people who were taken out of their usual assignments. I am satisfied this is the only way to handle the vacation problem. I recommend it to my fellow jobbers."

West Virginian Closes For Week's Vacation

FOR the second consecutive year, Automotive Supply Co. of Bluefield, W. Va., with stores in Princeton, W. Va., and Pulaski and Norton, Va., closed its doors the week of July 4 so that its employees could take a week's vacation at the same time.

Customers were requested, by a special mailing, to order heavily ahead on fast-moving items. Man-

ufacturers also were requested not to schedule shipments to arrive during the vacation week.

Vice-President G. H. Foresman said, "We found we did not lose any business last year at all. In fact, I think we gained in goodwill and respect with the trade in making a heavier purchase to carry them over."

MEWA Board Endorses Successful Shows

A RESOLUTION pledging Motor and Equipment Wholesalers Association's "continuing support" to the Pacific Automotive Show "and other successful product shows" was unanimously adopted at MEWA's executive board meeting in Chicago June 12.

General Manager B. W. "Whit" Ruark said the board action "clearly describes the importance with which PAS and other automotive service industry shows are regarded by MEWA."

The board recommended establishing a board or committee to avoid conflicts of dates of trade shows. These conflicts have developed occasionally in the past.

Norton's Associates Incorporate Firm

AFFILIATES of the late K. W. Norton, manufacturers' representative covering eight Southeastern states, have incorporated with the name K. W. Norton's Associates, Inc., with headquarters in Durham, N. C.

Officers of the firm, who are also directors, are G. Jimmy Colvin, president and assistant secretary; Floyd Ware, vice-president and assistant treasurer, and "P. L." Wimberly, secretary-treasurer.

From its humble beginning in 1939 with a 1,800-square-foot warehouse, the partnership of W. H. Sullivan and J. Tinsley Smith as S. & S. Sales Co. in Nashville, Tenn., has expanded to the present 12,000-square-foot facility pictured. Warehouse distributor to jobbers only, the firm handles a limited number of lines, but offers each line complete.





Leaders of NCAWA for the next year include (l. to r.): seated, S. B. Norton of Norton-Russ Automotive Co., Burlington, elevated from the vice-presidency to the presidency; Allen Lewis of Wilmington, vice-president; N. B. Starling of Raleigh, treasurer, and Jesse F. Jones, Jr., executive secretary; standing, Dowd Biggers and Ray Glaser of Charlotte and Harold Rea of Asheville, new directors; R. F. Ashworth of Durham, Max A. Hayes of Asheville and Floyd C. McLean of Laurinburg, directors. Retiring president was L. T. White, Jr., of Raleigh.

North Carolina Ranks Low for Mechanics

NORTH Carolina is about a dozen times worse off for skilled mechanics than the national average.

That's what Mel Turner, Chicago garageman and curriculum director for National Standard Parts Association, told the fifth annual convention and booth conference of the North Carolina Automotive Wholesalers Association at Asheville's Grove Park Inn June 24.

Nationally there's one graduating automotive vocational student to every 1,406 vehicles, he said, while in North Carolina there's only one to every 17,096 vehicles. There were only 198 such students in eight high schools of the state, he added.

Resolutions adopted:

Condemned manufacturer - oil

Max A. Hayes of Hayes & Hopson, Inc., Asheville, N. C., was presented the annual award for outstanding service to NCAWA, of which he is one of the founders.



supplier tie-ups for direct distribution through service stations.

Asked manufacturers to discontinue free merchandising premiums.

Called for greater enforcement of anti-trust laws.

Complimented some manufacturers for enabling wholesalers to

"compete in a free and open market" by their changed policies.

Manufacturers, their representatives or insurance firms engaged 18 booths, for which they were charged \$50.

Attendance approximated 175.

Speakers included James S. Currie, state revenue commissioner; Robert Clodfelter of the Wachovia Bank & Trust Co., Cyrus F. Carter, Jr., president of Automotive Booster Club B-33, Charlotte, which sponsored a social hour, and a number of insurance officials who explained the wide variety of policies available to NCAWA members.

John F. Holler of Shaver Battery & Parts Co., Goldsboro, reported on the wholesalers management institute sponsored by NCAWA at the University of North Carolina.

VCAWA to Meet Oct. 22-23

The fall convention of the Virginia-Carolinas Automotive Wholesalers Association will be held Oct. 22-23 at Hotel Robert E. Lee in Winston-Salem, N. C., President Ned Holland of Greenville, S. C., announced this month.



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situation."

The small-car demand is running about seven per cent of the market, he said. "It's got to go to a little more than ten per cent before the manufacturers will spend the hundreds of millions of dollars necessary to produce a small car in this country."

M. B. Casler, president of Liberty Motors, Inc. (Dodge-Plymouth), Birmingham, Ala., and president of the Automobile Dealers Association of Alabama, discussed profit control as related to his own firm.

Profit control, he asserted, "means first of all looking at my business from the following viewpoint:

"1.—My business objective is to make a satisfactory profit rather than be the world's largest volume dealer.

"2.—Make every department stand on its own feet profitwise.

"3.—The cash value on the free wholesale market is the only true value of a used car, and if I can't make a new-car profit on this basis, then it is foolish for me to be in the new-car business.

"4.—The true cost of a new car is the factory invoice cost plus the pro-rated total expense of the new-car department. The true cost of a used car is the inventory cost plus the pro-rated total expense of

the used-car department."

Other speakers included John E. Murdock, president of Murdock Acceptance Corp., Memphis, who briefed the audience on various state laws regulating automotive financing, since TAA plans to sponsor such a measure; Joseph E. Burger, sales consultant of St. Louis, Mo., and Miss Trudy Dye of the *Ladies Home Journal*, Philadelphia.

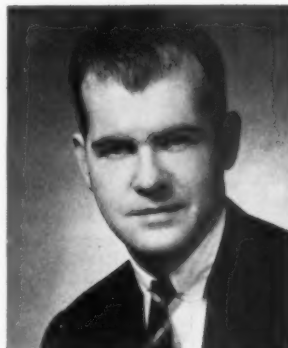
34 Southern Dealers Join Rambler Ranks

OF 89 NEW Rambler dealers added by American Motors Corp. in May, 34 were Southerners, L. W. Stevens, director of automotive dealer development, announced.

New Southern dealers are Black Motor Co., Spruce Pine, N. C.; Taylor Rambler, Dallas, Texas; Turbiville Rambler, Inc., San Antonio, Texas; Wilbanks Motor Co., Inc., Alexander City, Ala.; Bernie Dumas, Gretna, La.; Hatcher Motors, Union City, Tenn.; Luke Rambler, Arlington, Texas; Dan Rardin Rambler, Inc., Huntington, W. Va.; Rambler Sales, Inc., Waynesville, Mo.; Wards Auto Sales, Inc., Quincy, Fla.

Jewell Motors, Inc., Gainesville, Ga.; Brannon Motor Co., Haleyville, Ala.; Downtown Motors, Inc., Vicksburg, Miss.; Walter Aff Motors, St. Charles, Mo.; Dutch O'Neal, Inc., North Little Rock, Ark.; Dickett Motor Co., Cuero, Texas; Dalton Auto & Implement Co., Gretna, Va.; Meek Motor Sales, Kerrville, Texas; Jim Lewis Rambler, Belleville, Kan.; Beam Gaskins, Inc., Lincolnton, N. C.; Southern Rambler, Inc., Memphis, Tenn.

H. L. Folk Motor Co., Barnwell, S. C.; Dial Motor Co., Anniston, Ala.; Thompson Motors, Forest, Miss.; Waddell Motor Co., Greeneville, Tenn.; Howard Meek Rambler, Lewisburg, W. Va.; Barley Equipment Co., Inc., Ste. Genevieve, Mo.; Wadley Motors, Geymon, Okla.; Roberts Motor Co., Owensboro, Ky.; Wysong Motor Co., Nevada, Mo.; Strong's Rambler Sales, Greenville, Ky.; Kees Motor Co., Brookhaven, Miss.; Easterling-Van Tyne, Brownsville, Texas, and Harry Leachman Motors, Bowling Green, Ky.



Promotion of Frank Wylie to the newly-created position of director of public relations, Dodge cars and trucks, has been announced by M. C. Patterson, Chrysler vice-president and Dodge general manager. Wylie joined Chrysler Corp. in 1948. He became manager of special events for Dodge in 1954, subsequently assuming public relations responsibility for Dodge cars, and, in 1956, publicity for Dodge trucks.

More Powerful Engines Await Powerful Fuel

How much higher can engine compression ratios rise?

An answer to this question was offered to the Society of Automotive Engineers at Atlantic City, N. J., last month by Darl F. Caris and Edwin E. Nelson of General Motors engineering staff, based on their experiments with seven V-8 modified production engines ranging from 9-to-1 up to 25-to-1 compression ratio.

They said presentday engines would give the motorist miles per gallon dividends up to approximately 17-to-1 compression ratio, providing the petroleum industry could economically supply fuels for them. They found that an engine's thermal efficiency "peaked" at the 17-to-1 level.

Primary reason why ratios above that level are not feasible, at least with engines based on today's designs, is a delay of the combustion process or the burn of the air-fuel mixture in the engine combustion chamber.

The speakers said today's engine-and-fuel relationship is not unlike the situation in June 1947, when Charles F. Kettering, former

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GM vice-president in charge of the research staff, announced an experimental 12-to-1 compression ratio engine.

At that time average engine compression ratios were about 6.5-to-1 and fuels were in the 85-octane range. Kettering predicted that if higher fuels were available, increased compression ratios would result in economy and efficiency gains for the motorist.

Caris and Nelson pointed out that today's premium fuels are in the 100-octane range and compression ratios average approximately 9.5-to-1. This posed the question of how much higher ratios can be raised before miles-per-gallon economy, efficiency and engineering "fringe benefits" begin to taper off.

In their experiments Caris and Nelson used production-type 324-cubic-inch-displacement engines with modified combustion chambers.

"Rumble" Looms Ahead

FURTHER rises in automotive engine compression ratios are likely to be limited by "rumble," unless changes are made in the

chemical composition of fuels, according to Warren M. Wiese of General Motors research staff.

In a report to the Society of Automotive Engineers' summer meeting, Wiese defined "rumble" as a "low-pitched thudding noise (in the engine) which is different from knock but is associated with combustion."

Anticipating this problem, he said, members of GM research staff's fuels and lubricants department had run tests covering 300,000 miles of "suburban"-type driving with eight experimental engines using specially-blended fuels.

If engine compression ratios are increased above their present 9.5-to-1 average, several factors of fuel composition must be controlled to alleviate the "rumble" problem.

Wiese suggested changes in the aromatic (benzene) content of fuels and the use of certain phosphorous additives. The additives help control the ignition of the air-fuel mixture in engine combustion chambers, apparently by modifying combustion chamber deposits that accumulate when a car has been used for suburban driv-

ing.

The additives also could benefit the customer by allowing higher engine efficiencies to be attained through higher engine compression ratios.

In a sense, Wiese said, "rumble" supplants the former problem of engine knock as a limiting factor in high-compression engine development.

Georgia Garagemen Elect Reagin

H. F. "RED" Reagin of Atlanta, temporary president, was named president of the Independent Garage Owners of Georgia at the recent meeting held at Macon, Ga.

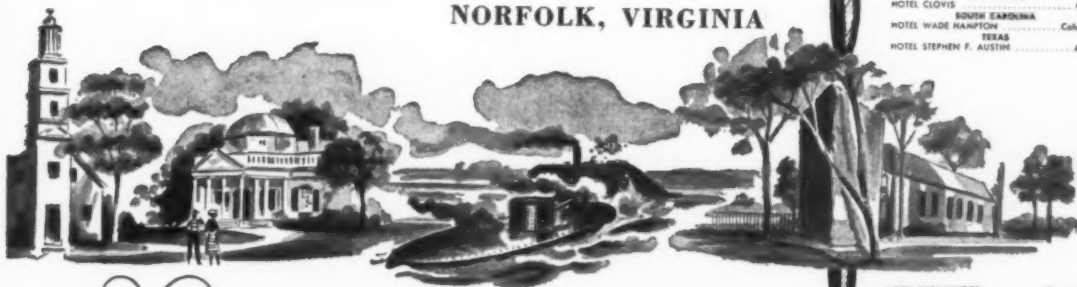
Delegates from the units at Atlanta, Macon, Toccoa, Griffin and Marietta also chose C. D. Bedenbaugh of Atlanta as executive secretary. He will direct a campaign to enlist additional members.

Other officers elected are Albert Rodgers of Macon, first vice-president; James R. Haynie of Toccoa, second vice-president; W. J. Skillern of Decatur, secretary, and Raleigh A. Winkle of East Point, treasurer.

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American Car Is What Americans Want, Says Manager of Chevrolet

THE American automobile is what the overwhelming majority of the people in this country want.

That's the opinion expressed recently by Edward N. Cole, general manager of Chevrolet Motor Division and a vice-president of General Motors.

Commenting on charges that the industry has made "the cars too long, too wide, too stylish, too powerful and too comfortable," Cole said, "I strongly disagree with the critics who say we have over-improved the American car."

"I feel that our automobiles today represent the same high standard of living improvement as our modern homes with their convenience features, recreational aspects and labor-saving devices. Constant addition of new features and improvement of old ones make today's automobiles better buys than ever before."

Cole cited figures to show that

there is no great trend among buyers to purchase the inexpensive, stripped-down automobiles. He said that Chevrolet is achieving a record market penetration of 27.4% of industry sales "largely because of strong sales of its Impala, Corvette and station wagon lines, our most expensive models."

"I am firmly convinced," he added, "that today's American-produced cars are what the overwhelming majority of the American people want and that their sales will rise as soon as public confidence in the economy is restored."

The Chevy executive said that car prices, although higher than the industry would prefer, have risen less than the increases in production costs during the last ten years.

He said car prices would be cut little even if the size of cars were reduced and annual model changeovers were eliminated. Value would be subtracted much faster



Vice-President Cole

than cost, he said.

Direct and indirect taxes included in each car have risen from 14.3% in 1939 to 24% in 1956. From 1948 to 1958, he continued, GM's labor and material costs rose an average of 68% but its car prices went up only 58%.

"Over the years, the automotive industry has built increasing value into its products—in styling, performance, convenience and safety—and on public prescription," he said. "Our industry will continue to be aggressive and progressive in

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"There is no reason to believe that the American motorist would accept lower standards of transportation any more than he would accept a return to horse-drawn farming or 19th century standards of education for our children. Americans are looking—not for retreat to the past—but for progress to the future," Cole said.

Ford Division Chief Agrees with Cole

J. O. WRIGHT, Ford Motor Co. vice-president and Ford Division general manager, said last month charges that customers want less automotive value in return for a lower price is disputed by this year's sales figures for costly options and accessories and more expensive models in low-price lines.

He said the industry, as in previous recessions, was a victim—rather than the cause—of the present business downturn which began last summer but did not have a sharp effect on automotive sales until January, two months after introduction of the new models.

He said 61% of Ford's current sales are accounted for by the combined Fairlane and station wagon series, both of which are more expensive than the other Ford models.

By tracing automotive development since 1949, the picture becomes even clearer:

"In 1949 we introduced a new Ford automobile that was five inches lower than the previous model and represented completely new styling. At this time, Ford was obtaining 16.7% of the market, Chevrolet 21.3%. We continued to emphasize new styling . . . and by 1954, Ford and Chevrolet each obtained slightly more than 25% of the market.

"Meanwhile in 1953, Plymouth—running counter to Ford—shortened its wheelbase by four inches, maintained chair-height seats and emphasized interior package. Plymouth sales promptly dropped from 600,000 in 1953 to 381,000 in 1954.

"In 1955 Chevrolet introduced new styling and, for the first time, a new V-8 engine and sold more cars than any make had ever sold in postwar history. Meanwhile, in 1955 Plymouth reversed its field and introduced a completely restyled vehicle that was the longest (204") of the low-priced three. It

added 266,000 units to its sales and increased its share of the market by 2.1 percentage points.

"In 1956 Ford did not change as much as Chevrolet . . . and Chevrolet outsold Ford by 190,000 units.

"In 1957 Ford re-designed completely—four inches lower, nine inches longer—and we won a 37,000-unit victory over Chevrolet. Plymouth also went to new styling—longer, lower and wider—and increased their sales by 112,000.

"From 1950 to 1955 American Motors had a small-sized Rambler which it dropped in 1955 because of a poor sales showing. In 1956 American Motors introduced a Rambler which was longer and heavier and had the same interior size as the low-priced three. They subsequently increased their penetration from one per cent in 1955 to 1.5% in 1957. In other words, the American manufacturer who is the leading exponent of the small car altered its course to parallel more closely the course of the low-priced three."

Chattanooga Elects Kirby

The Chattanooga (Tenn.) Automotive Trades Association has elected Edward E. Kirby of Adcox-Kirby Pontiac Co. president. Andy Trotter of Amos and Andy Buick Co. is vice-president and John Ross Scott, attorney, has been reelected secretary-treasurer. Directors are Harry Lawrence, W. T. Patten, W. B. Gates, James C. Parker, H. Craig Smith, Ray Marshall and Charles Kelly.

Art Kittell of Pittsburg has been named executive director of the Independent Garage Owners of Kansas, an office created to organize additional units in the growing association. Kittell, a veteran garageman, has long been active in national, state and local activities of the IGOA movement.



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L. L. Colbert (above), president of Chrysler Corp., has been elected president of Automobile Manufacturers Association, succeeding Georgie Romney, president of American Motors Corp. Henry Ford II, president of Ford Motor Co., was named vice-president, Passenger Car Division, succeeding Colbert, while J. N. Bauman, president of White Motor Co., succeeds E. J. Bush, Diamond T Motor Co., as vice-president, Commercial Car Division. P. O. Peterson, president of Mack Trucks, Inc., is treasurer, succeeding Bauman. General Motors President Harlow H. Curtsie was reelected secretary and Harry A. Williams continues as managing director.

Credit Card System Planned by NADA

A CREDIT card travel program, through which customers—especially those traveling—will be qualified to receive a credit from National Automobile Dealers Association members for expenses incurred in conjunction with repairs, accessories and other products and services sold by NADA members, was okayed last month by NADA's directors.

The board also adopted a recommendation on the part of the investment committee and the operating committee to move ahead with plans for constructing an ad-



Officers of the Automotive Advertisers Council elected at the annual spring meeting in Hot Springs, Va., are (l. to r.): seated, Lester C. Dobrunz, Wagner Electric Corp., vice-president; Frank F. Schuhle, General Electric Co., Miniature Lamp Dept., president; M. Robert Wolfson, Maremont Automotive Products, Inc., treasurer; standing, Albert Joseph, The AP Parts Corp., corresponding secretary, and Robert C. Calderone, Raybestos Division, Raybestos-Manhattan, Inc., recording secretary. The group, composed of advertising representatives from major automotive replacement parts companies, meets twice yearly.

dition to the national home of NADA. The new addition will be constructed on land adjacent to the headquarters building, which was purchased upon authorization of the board more than a year ago. The addition will contain three floors of parking area and six additional floors of office space.

Publication and distribution of an annual financial report of the association was authorized by the board.

Texas Dealers Urge Mechanic Training

TO COMBAT the growing shortage of trained mechanics, the Texas Automotive Dealers Association has petitioned the state board of education and other state agencies for a substantial increase in appropriations for industrial educa-

tion, simultaneously pledging support of the proposed enlarged program.

The resolution stated in part that the automotive industry is faced with an apparent shortage of trained automotive technicians and mechanics and that such shortage would have tragic effect not only on the automotive industry but on the operators of motor vehicles in the state.

Rocky Mount Picks Bandy

Ray Bandy of Ray Bandy's (De Soto-Plymouth) has been named president of the Rocky Mount (N. C.) Automobile Dealers Association. Vice-president is J. C. Friar, Allan Mims, Inc. (Ford), and Joe Nelson, Davenport Motor Co. Pontiac-Cadillac, is secretary-treasurer of the association.

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Missourian Asks: Do You Calculate Your True Costs in This Fashion?

By L. P. FRANCIS
President, Francis Chevrolet Co.
St. Louis, Mo.

TO ARRIVE at my per-unit operating cost, I first estimate conservatively the number of units I expect to sell. I then estimate, based on past experience and current conditions, fixed gross profit which I expect to realize from the parts and service end of my business.

At the same time I realistically estimate my fixed expense, which is, as you all know, everything besides selling expenses. The difference in these, divided by the number of units I expect to sell, gives me my fixed net loss per car, or, as the factory would think of it, the fixed burden which must be taken into consideration in determining the price I must realize to arrive at a profit.

Variable or selling expenses per car can be easily estimated, as most of these expenses, such as commissions, are ordinarily figured on a per-car basis. Adding my fixed net loss per car and my variable expenses per car, I arrive at my total cost of operation per unit.

For example:

If I estimate my fixed expenses for June will be \$20,000 and my gross profit from parts and service will be \$11,000, I have a fixed net loss of \$9,000. If I estimate that we will sell 100 new cars, my fixed net loss per car will be \$90.

If my estimated variable expense is \$130 per car, then I have a cost of operation of \$220 per car, which I must add to my factory invoice cost to arrive at my total cost.

Only after I have realized a figure in excess of this amount on a deal, can I consider that I have made a profit. . . .

What about fleets, house deals, etc., where no commission is involved and where possibly no service and adjustments and inspections will be required? Can't we eliminate cost of operation in arriving at our total cost and our selling price on such deals?

If you think so (and maybe some of you do), you are "kidding" yourself. Rest assured every car a factory produces bears its fair share of the overhead burden. Doesn't it logically follow that

Excerpts from an address on a panel before the convention of the Missouri Automobile Dealers Association held recently.

every unit a dealer handles should bear its rightful share of overhead? If you or your sales manager make these so called "house deals," shouldn't they reflect a portion of your salary? What about rent, taxes, bookkeeping expense and all the others?

Some dealers figure profit on used cars plus their finance reserves and insurance commissions in determining the profit available in a deal and in deciding whether or not to accept the deal. I prefer to figure my used-car trade-ins at wholesale just as I do any other inventory, such as parts or accessories, and then if we retail them, there is just that much more additional profit over and above the amount we figured when we sold the new car.

Also I consider finance reserves and insurance commissions as a separate business entirely and they should not be used to subsidize the other operations of the dealership in order to show a profit.

It is extremely hard, particularly in a metropolitan city such as St. Louis, to operate on the kind of a basis I have outlined—especially in a year like 1958 when the market is off. In the scramble for the available business most dealers seem anxious to give away their profit on new cars and subsist on what they can realize from their used-car departments and their finance reserves and insurance commissions.

In the very time when because of reduced volume we need higher per-unit profits, dealers seem determined to further aggravate an already bad situation in the blind pursuit of volume. We all know this is unsound and until we reach the point of economic maturity and enough of us reject this type of operation and figure our deals on the basis of a reasonable profit above true operating costs, this business will continue to be a very hazardous and unprofitable venture.

Pensacola Elects Yaste

New president of the Pensacola (Fla.) Franchised Automobile Dealers Association is Guy E. Yaste, Jr., Guy E. Yaste & Son (Dodge-Plymouth). Vice-president is Lloyd G. Howard, Mayfair Lincoln-Mercury Sales, Inc., and E. M. Robinson, Superior Motors, Inc. (Volkswagen), is the secretary-treasurer. Directors are Howard W. Mitchell, Mitchell Motors, and Richard Turner, Jr., Pensacola Buggy Works.

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Dealers Must Determine Own Costs, Georgia Dealer Asserts at Atlanta

By **DARRELL JOHNSON**
Thomson, Ga.

I AM going into a discussion with you now that I could not see in my own business until about two years ago.

Necessity drove us to it because the returns were such that it was time to quit or get a better profit on the investment.

One fact stands out about this change which I wish to emphasize very emphatically: The only figures you will believe or try to change are your own.

It is like a friend who complains of a headache. We sympathize with the expression "I know just how you feel" but actually we cannot know—not until our head aches too.

I would put in this recommendation to you now: Do not try to sell yourself on any figures but your own. They are like your old hat—it fits no one quite like it does your own head.

Please follow me in this suggestion, as to steps, to learn the cost

Excerpts from an address recently before the Atlanta Automobile Association. The speaker has been in the automobile business 32 years—23 as a Chevrolet dealer.

of selling your goods.

Project your expenses for one year for the entire business. I sometimes consider that one year is probably too short a time for this study.

Divide each expense total into one or more of your four departments. This division is according to the benefits received, by this expense. Forget that administrative column—it is only a bookkeeper's dumping ground.

Now add your yearly expense total for each of your four departments. This is the amount you should expend to produce the sales necessary for a profit. This is your guide, by departments, and not to be confused by the department expense of your financial statement.

Your guide is in exact detail, but to have your bookkeeper do this each month would be too much work and unnecessary. If your monthly total, as a budget, agrees with the statement total, for any expense, then you can feel all right.

We will assume that you have before you the new- and used-car total expense for the year. Now how many new cars can you reasonably expect to deliver and not have to resort to unethical and risky selling practices? This also is for the year.

Divide the number of cars to be sold into your total new- and used-car expense. This figure is your cost to sell a new car—it is the cost for anyone to buy a new car even if he owns a dealership for that purpose—it is your cost on the car you drive or the one your wife drives. Now I want to ask you this question: Are you willing to sell a customer a car cheaper than you are paying for your own?

There is safety in this approach to your business. If your cost of selling each car is more than you can expect to receive, then start looking for a buyer of the business before the capital is expended in vain hopes.

If the expense is too high, in your considered opinion, then find places to cut it without affecting

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sales. If you think that more volume will be the answer, then re-evaluate the added expenses that will be sure to follow and find a new cost-per-new-car sale. Sales alone, without full knowledge of the expenses connected therewith, can be the start downhill, and this is not within the public good, nor for your own good.

The facts available with this information prevent the shopper from lulling you into a loss position. If the other dealer has bid below your cost, then let him go broke. Every sale that does not pay its own way is subtracting from one which did pay. It is like giving away money you already own.

It is my belief that your men should also know what it costs to sell a car. Ignorant men cannot be of constructive help. Tell them the cost of selling and that, as partners in a going concern, their future is based on getting a fair return.

Sims Advocates \$12,000 For NADA President

A SALARY of \$12,000 a year for the presently unpaid president of the National Automobile Dealers Association is being advocated by Elson G. Sims of Vincennes, Ind., in his campaign for election as the Indiana director of NADA.

The Ford dealer, who has addressed many Southern and Southwestern dealer audiences, pointed out that the president of NADA would thus be compensated sufficiently to pay a manager for his dealership while devoting "prac-



Elson G. Sims

tically his entire time to his job during his tenure of office."

Dean Chaffin of Bozeman, Mont., the current president, has traveled more than 110,000 miles since taking office in mid-January.

The executive vice-president of NADA, Frederick J. Bell, is paid \$70,000 a year.

Sims listed a full "platform" with many points in his campaign for Indiana director.

Wilson County Picks Batts

W. E. Batts, Jr., Sandifer-Batts Pontiac Co., Wilson, N. C., has been elected president of the Wilson County Automobile Dealers Association. Other officers, also from Wilson, are R. S. Taylor, Taylor Oldsmobile Co., vice-president, and James B. Banks, Wilson Auto Sales, Inc., secretary-treasurer.

Pictured are attendees at the "pilot meeting" of the South Florida Auto Paint & Body Supply Distributors, held recently in Miami, sponsored by the Florida Automotive Wholesalers Association and chairmanned by Karl E. Horton, George's Auto Paints and Supplies, Inc., Miami. On bottom row are (l. to r.): Melvin J. Fink, Terry's Auto Supply, Hollywood; Marion Edwards, Arrow Supply Co., Miami; Vern M. Dupy, Patten Sales Co., Inc., Miami, president of the Greater Miami Automotive Jobbers Association; Charles H. "Chuck" Davis, executive secretary of FAWA; Horton, and Al Hines, Hines Auto Parts Co., Inc., Hollywood. Top row shows (l. to r.): George A. Smith, Terry's Auto Supply, Ft. Lauderdale; Harold Foltz, Miami Color Co.; W. F. McCorkle, Hines Auto Parts; Al Bates, Bates Auto Parts, North Miami Beach; Elmo Tomasetti, American Lacquer & Solvents, Miami; Ted Nelson, Miami Parts & Spring Co., and Marshal Luce, Electrical Equipment Co., Miami. The group held a formal organizational meeting late last month.



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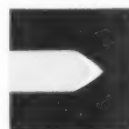
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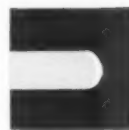
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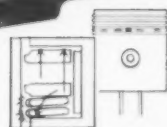
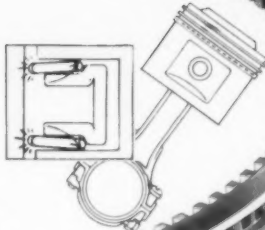
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